

The ROTARIAN

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AN INTERNATIONAL MAGAZINE DEVOTED TO THE ADVANCEMENT OF THE IDEAL OF SERVICE AND ITS APPLICATION TO PERSONAL, BUSINESS, COMMUNITY, AND INTERNATIONAL LIFE.

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EDITORIAL AND BUSINESS OFFICES:
35 E. Wacker Dr. Cable Address:
Chicago, U. S. A. Interrotary Chicago
Eastern Advertising Office, 420 Lexington
Ave., New York City

LELAND D. CASE: Editor
PAUL TEETOR: Assistant to Editor
HARVEY C. KENDALL:
Business and Advertising Manager

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More Dear the Fold

*More dear the fold when days are cold
Than ever in the happiest hours,
More sweet the stream than when the
gleam
Of waters brought a thought of
flow'rs.*

*So it shall be with you and me,
For not until life's storms we bear
We understand, behold the hand
Of Heaven's providential care.*

—DOUGLAS MALLOCH

Progressive Rotary

By Alfred Edwards

Member of British Parliament

BELIEVE it was Bernard Shaw who coined the aphorism that a business training consists of looking up what was done before and doing it again.

This is indeed as nearly true as any aphorism can be. Such a simple formula is a godsend to the unthinking and the inert. "What have we always done?" they plaintively inquire, and having got their answer, they continue—with an air of sweet reasonableness—to do the same thing, whether it be something or nothing.

Hardly is there a more popular god than the god of *status quo*. The devotees of this god carry on smugly and contentedly in the worn rut of well-defined action or inaction, cheered by the applause of their kind. A real thought, an idea, a disquieting urge to vigorous action, they will shrink from these as though they were lions in their path. Such men at such times hug ever closer their flyblown phylacteries.

It has taken courage to establish a new standard for the people—the Rotarian ideal of "Service above Self." Rotary is established; we have announced to the world that we are a peculiar people, setting the welfare of humanity above personal gain, and it will take a great deal more courage and devotion to make the dry bones of this ideal live and inspire the world. If the Rotarian is faithful, he cannot continue to be the man he was.

President Maurice Duperrey, in an article in the July *ROTARIAN*, put it this concise and understandable way: "If, in our Rotary life, we were to remain precisely where we were when we entered it, we shall have failed as individual Rotarians, and, in degree, as a Club and as a world-wide movement. We must lose something to gain something. We must lose what slackens and deforms our minds, and so divides us, to gain that which strengthens us and unites us."

We are chosen individually as the best representatives of every business in the community. In accepting membership we solemnly promised to serve the community rather than work for mere personal gain. This means, if it means anything at all, that either we become better in every way and a shining light to the community in which we live, or we become involuntary hypocrites.

No one, of course, ever *entirely* succeeds—the ideal is always above us; but it is one thing honestly and honorably to fall short in an earnest endeavor, and quite another deliberately to lower our standard, and justify our action on the plea of expediency.

Rotary has evolved a fairly good policy and program, and it will be no mean achievement if it continues steadily to live up to it, and hitch its wagon to the star of progress. Rotary must evolve and continue to evolve

The creed of *status quo* is not for a movement that would face up to ever-changing problems in a society racked by new strains.

higher and still higher standards of conduct and policy.

Men are being drawn into the movement from all walks of life; and it is already apparent that there are two distinct tendencies in the movement. The one will lead Rotary to the forefront in the march of time, and give to business communities of the world higher and still higher ideals; whilst the other must inevitably lead to its slow and painful disintegration, and its eventual dismissal, as mere self-interested humbug and cant, from the high councils of the world.

Either Rotary will lead or it will trail its standard in the dust of the rear of the march of time. Which is it to be?

The only answer, I think, is that we as Rotarians must be true to our accepted standard. We must judge the world by that standard, as we can rightly accept no other. So being and so doing, we can with a good conscience fearlessly expose and denounce the unfair exploitation of our fellowmen; support every worth-while movement striving for their emancipation, and condemn every movement tending toward enslavement and impoverishment. In order to uphold good, evil must be cast down. Rotary should be like the yeast which a woman took and hid in three measures of meal—it should tend to leaven the whole lump of human activities.

LET us realize that in Rotary the proverb is reversed—the strength of Rotary's chain is not that of its weakest but of its strongest link. If there are weak links, we must strengthen them, and not lower our standards as a concession to weakness. Weak links must not be allowed to cripple the power of International Rotary. The chain forged in Rotary must be of pure metal, ringing true, if it is to stand the strain.

Rotary must wait patiently for the inevitable change; alert and ready to act when the right time comes. Such periods of watchful waiting need not, indeed should not, be periods of mere inactivity—they may well be turned into opportunities for stimulating activity within the fold.

A battle is still to be fought within the fold with those who worship at the shrine of *status quo*, thinking fondly that thereby they are upholding the true ideal of Rotary. Without watchful, alert, progressive thought and vigorous action, the movement will be as barren as the unfruitful fig tree, and must suffer a like fate.

There is, as Greek philosophers of old knew, nothing permanent but change.



Is Man Improving?

By **Abbé Ernest Dimnet**

French Author and Philosopher

Illustrations by W. T. Benda

WHY SHOULD such a question be asked? And asked in a tone which any sensitive ear will know is despondent? Whence the doubt?

The dogma of inevitable progress is the foundation of the modern creed as it was that of the contemporaries of the first Du Pont de Nemours. Only three or four short years ago Mr. Charles A. Beard edited a book—*A Century of Progress*—every chapter of which was a hymn of jubilation, of exultant faith. Every one of the writers of this symposium was as sure of endless perfectibility as the latest Albanian arrival in "God's own country" is sure of the superiority of his new home over the one he has deserted. And do you not remember addresses by important personages on the possible ways of turning leisure to good account? Leisure, a paradisiacal freedom, seemed of the morrow. Scientific progress was so evident that the fear of being bored by it was becoming no imaginary danger.

What has happened? Disappointments, of course. The depression lasted longer than was reconcilable with infallible systems. The danger of war is still with us, worse than it was, in fact. Economic wars are going on less covertly than ever before. Quotas, passports, sly dealings with the currencies are in full force, and a moderately sensible trade agreement between the United States and France is acclaimed as a great achievement. It is also needless to point to conquests for conquests' sake in the style of many centuries ago.

Meanwhile democracies, for which an appalling war was fought, make room for different forms of government, and those converted democracies are apparently glad to have been converted. In short, can we not say that where certainties used to display themselves complacently, uncertainty now reigns supreme?

No doubt. The picture, dark as it is, is not made unduly somber. Yet we can remember periods when comfort was universal and the future cloudless, and during which, all the same, that identical question—*Is Man Improving?*—was being asked. The comforts of 1928 were infinitely superior to those of 1878—enumeration useless—yet people wanted more and were wondering about the slowness of scientists to proclaim their discovery of the release of atomic force. They were dreaming of enough

power pent up in a vanity box to propel a big ship, and showed some impatience at being kept waiting.

In 1878 I knew in my small French home town a poor little boy of the name of Israël who, at the age of six, was employed in a glassworks and worked every other week from 6 P.M. to 6 A.M. His grandson in 1928 complained not only of too much work in the same glassworks—from which night work has been banished for 18 years—but, preferring champagne to beer at the public-house, grumbled that five francs a glass was too high. What our Communists blame today sounds exactly like what I used to hear from the Communists of 50 years ago. They were beginning to grow tired of being called Communists—which sounded too much like 1848—and called themselves Socialists or Collectivists, but, exactly like today, they wanted that assurance against unemployment which is certainly a minimum demand if human life is to be called human.

This is not all. Theorists who realized that material progress of all kinds, assurance against the rainy day, and political freedom must come sooner or later, frequently stated their doubt that such progress would be sufficient or even would deserve the name of progress at all. They were right. Spiritual progress must not only keep up with material, but ought to precede it.

During the palmy years of America I frequently heard American captains of industry, honestly interested in their men, emphasizing the necessity to preach to them an Ideal while making their salaries more adequate. Today the word Ideal is retranslated into a French word implying nothing short of a religious way of subordinating earthly values to superior ones, and people pray for the discovery of *une mystique* likely to create in democratic countries the state of exaltation which is prevalent where magnetic dictators preside.

RIGHTLY so. Moral deterioration can co-exist with material progress. There are 20-odd times more Americans today than there were in 1776, yet we doubt if the United States of today could array 40 such men as those who signed the Declaration of Independence. The scarcity of great men in the whole world at present is such that we can hardly repress a tendency to imagine there must be something spurious in the statesmen whose names fill our daily press. We speak of America as a young country and, on the whole, the adjective conveniently accounts for many phenomena, but the America of 1776 was mature. There was no difference in cultivated intelligence or in capacity for statesmanship between those men of 1776 and the members of the English Parliament who were trying to outwit them. The classical culture of those men was certainly superior to that of Mr. Lewis' Senator in *It Can't Happen Here*.

I have great admiration for contemporary American literature to which I think the world does not give its due, but is it not true that it feels the deleterious influence of the "Market" obsession and the absence of authoritative criticism more than it did when Hawthorne was writing?

Again, America can point out with legitimate pride





"Primitive man was freer than our social conditions ever allow us to be; he was nearer Nature, from which he did not, in fact, feel really dissociated; he was more of a poet . . . he was less enthralled with the minor servitudes of life."

that she has more boys and girls in high school than all the rest of the world together. But what of it? Is it not the eternal complaint of university presidents that those same boys and girls come to them unprepared for the studies they have to undertake, and the necessity to meet their deficiencies vitiates the whole teaching of distinguished men? Quantity is not progress. Athens in her most marvelous period did not count more citizens than the University of Illinois counts undergraduates, and tiny Iceland in her cold Arctic was once a great literary center.

The press of the world represents a colossal mass of print. What of it? Even the worst antagonist of a totalitarian State must approve its practice of compelling its dramatic critics to wait several days before giving their verdict on a play instead of scribbling it off the first night. Teachers are expected to qualify for their work by taking a degree, but anybody can write for the press and out of his ignorance can teach hundreds of thousands where a professor can only reach a few score. Why then brag about one of the most convincing proofs of modern shallowness? Better spend half an hour with an intelligent man or woman than a month among 600 fools.

People who know their history are not surprised at apparent incongruities which scandalize devout believers in perfectibility. Progress is not and has never been synchronic on the whole surface of our planet. Empires rise and fall. Sweden, which today typifies the small country happy in its modest space and exceptional prosperity and civilization, possessed an empire not so very long ago. Who knows of it? How many people visit wonderful Morocco and pass the dainty *medersas* of Fez never suspecting that in the darkest of dark ages, in the 9th Century, Greek philosophy was kept alive there while it was dead in the rest of the world, except perhaps in two or three Irish monasteries?

People still speak of French politeness, but I who live in Paris know the havoc which speed and modern improvements generally have made of ancient courtesy. The ups-and-downs in any given country strike the intelligent traveller and make history melancholy reading. Hardly a year ago Parisians had only to walk half a

mile across the Tuileries Garden to see the abyss dividing modern Italian art from the great Italian schools which slowly died out in the 18th Century.

Sainte-Beuve, who was born a poet and died a cynic, once summed up the story of rise and decadence in one rather sickening sentence: "Maturity?" he said, "there is no such thing; we ossify in parts and get soft in others." This heartless saying unfortunately mirrors the reality. Progress is not continuous, nor is it contiguous, and the baffling effect which effort at putting our finger upon it produces, leads us to wonder if people, while endlessly talking about it, have after all more than a vague idea of it.

It is not easy to give a satisfactory definition of progress. For such a definition can only be gathered from numerous data, and appearances are apt to deceive us about the import of many of the data. In spite of this difficulty to get at the substance under appearances, it seems that most people agree about the following characteristics of what we call progress.

IN the first place, progress is less, as the millions imagine, a development of human ingenuity than a condition or even an aspect of human happiness. Everybody would admit that the most progressive country was that in which citizens were the most happy. On the other hand, not having any notion of what scientific or social progress may have become in a hundred years, we do not suffer from the nonpossession of that future progress: its absence leaves our satisfaction where it is.

In the second place, only hair-splitters would deny that at the present stage of our civilization we are not to be satisfied with the austere happiness of the stoic. We want comfort enough, leisure enough, independence enough, and, even in spite of evident impossibilities, equality enough.

Also we want all this to be not for ourselves alone but for the world at large. For we have become collectivity-minded. The press has done it, and travel does it, and industrialism is it, and business, with annoyances like tariffs as well as with larger profits, makes us conscious all the time of the unity of the world. The earth has

shrunk as speed and information have gained. We cannot bear the idea of famine in China or of massacres in Russia. Altogether modern progress has to be collective because the lack of it is felt collectively.

While it can hardly be doubted that this sense of collectivity is specifically the characteristic of what we call progress, it is also a fact that the tendency to count on the collectivity for improvement is the greatest danger to progress. For it is really a hangover from the days when the individual counted for little. Every now and then I hear French people complaining of the "Government," as if French Governments, often contradictory in policies, did not succeed one another with great rapidity and there existed a permanent entity called Government. What is the cause of such a delusion? Strange as it may sound, it can only be the inherited memory of 14 centuries during which the Government meant the King.

THIS subordinate attitude is frequent in democracies because democracies teem with minor political organizations which regiment a man while giving him the illusion that he is a free citizen. On the contrary, inner defense of one's freedom is natural in countries in which political liberties have been abolished. This fact accounts for the publication recently of many articles or books whose object it is to promote personality in spite of the collectivity.

How can this be done?

In the first place, by not allowing the notion of progress to become an obsession, an Idol, as it is in many minds wearily straining toward the future. What pre-history tells us about primitive man should be of considerable service here, and it is noticeable that meditation upon our ancestor's strong points is natural to the searching imagination of many modern writers of fiction. Primitive man was not only immeasurably freer than our social conditions ever allow us to be, but he was nearer Nature, from which he did not, in fact, feel really dissociated; he was more of a poet, and it is logical to think that, being more imaginative than we are, he was also less enthralled by the minor servitudes of life. Hence, the repeated admonition of philosophers like Bergson to create enough automatism in us to liberate our souls. Hence, also, the effort of not a few very rich people to live as simply as is possible to them. Simplicity to them becomes what it really is, a luxury.

In the second place, we ought to realize the supineness and hardly veiled cowardice of waiting for progress instead of creating it within our own possibilities. This all men endowed with a strong personality do and cannot refrain from doing. Poets, philosophers, artists, social or religious reformers concentrate on their independent development. What happens to them when they succeed is the image of what may some day happen to the collectivity if it should pass again through the circumstances

"Hence . . . the effort of not a few very rich people to live as simply as is possible for them. Simplicity to them becomes what it really is, a luxury."

which produced the philosophy of Greece or the wonderful artistic impulse of the Middle Ages.

Unless the mobility and necessity of this individual effort are held up incessantly to a world only too inclined to forget it, collective progress will be little better than a biological striving after material comfort. The cant of the day will call this tendency a will to Justice, but it will be no such thing. Is it unheard of that the employee become a rich employer forgets the meaning of that justice he used to harp upon, and turns into a harder taskmaster than those he once abused for their selfishness? Where is the progress except in the acquisition or redistribution of comfort?

The crux of all that is said and done toward the arrival of the millennium is not complicated: it is summed up in two things, a philosophical idea of progress plus the energy to realize progress in oneself. Is this a hard saying? Is it one more hypocritical method of silencing the piteous mob by doling out to it fine maxims with a stone instead of bread?

Some people may be apt to think so, but they are like children wanting the moon instead of what they can get. Nobody, at this time of day, will dream of preaching self-denial wholesale to mankind. Saints who practice self-denial do not preach it. What do they preach? What they, in the last analysis, actually live, viz, self-realization, expressing oneself, fulfilling one's destiny, in short, all that the language of spiritual authors conceals under the phrase which delights the artist, seeking one's perfection. It does not take much thought to realize that this concentration upon perfecting oneself is the one sensible effort toward reaching happiness.

So, the final answer to the question, "Is man improving?" should be: Yes, he is, whenever improvement makes him really satisfied, and wherever the hope for collective improvement does not hinder individual effort to realize progress in oneself.



Sweden Still Has Problems

By Bertil Ohlin

Distinguished Swedish Economist



Her homogeneous population is one of Sweden's boons.



The Swedish factory worker earns about \$700 per year



... the farmer, \$250. ... (Below) State-financed homes.



Photos: (from top down) (2) H. Armstrong Roberts; (3 & 4) James Sawders

TO RETAIN unchanged the construction of society which existed before the World War is, it is generally believed, impossible. Any attempt to defend the "pre-War capitalism" against reform would very soon fail. But, ask those who still adhere to the economic and political systems based on individual liberty and free enterprise, is there no "controlled capitalism" that works?

The answer glibly given in many quarters, especially America, is: *Sweden*. Sweden has solved the problem, it is so often said, that "Sweden" has become a sort of a fad. Indeed, a humorous overseas friend recently told me, "A few years ago we had technocracy. Now we have Sweden. What will it be next?"

Unfortunately, it is not true that Sweden has found a *safe middle way*, which other countries need only to follow to get out of their difficulties. There are many serious and urgent social problems in Sweden which are unsolved and which will probably lead to considerable difficulties in the near future. On the other hand, progress in the economic and social field has been considerable in some respects. It is only natural that a country with a homogeneous population, rich natural resources, and a strong sense of traditions, a country which, furthermore, had the good fortune to escape the World War, has been able to achieve important things. They may offer some interest to other countries which have worked under less favorable circumstances. It is equally certain, however, that there are many unsolved and neglected problems which have only recently attracted public attention in Sweden. In several respects, Sweden has fallen behind rather than shown the way. For instance, we have not learned so well as Americans or Danes how "to live smiling" and, thus, to avoid many difficulties.

In this article I shall discuss both aspects of the Swedish development, hoping that some of my readers may make useful comparisons of our successes and our failures with conditions in their countries.

Measured by American standards, the Swedish standard of life is not high. The national income *per capita* hardly exceeds \$325, which is less than two-thirds of the corresponding American figure. Even if the costs of living are a little lower in Sweden, particularly in the country areas, this can make up for only a part of the difference. The factory worker in Stockholm earns about \$1,000 a year, but the average for the factory workers in the whole country is closer to \$700. Farm workers receive no more than \$1.50 a day and many of them, like the forest workers, have only seasonal employment. While this standard is, roughly speaking, the same as

that of corresponding workers in Great Britain, Norway and Denmark, and The Netherlands and higher than in other European countries, it is considerably lower than the standard not only in the United States, but in Canada, Australia, South Africa, and New Zealand as well.

Thus, the interesting thing about Sweden is not that the standard is high, but that the progress from real poverty has been unusually rapid. In the '90s, Sweden was dependent on foreign capital, while it is now an exporter of capital. The real wage in manufacturing industries was less than one-half of what it is now, in spite of the reduction of the working week that has taken place. If we go still further back, we find that 70 years ago a Swedish machine-worker got a wage less than one-third that of a British worker in the same occupation. Today he gets the same or perhaps a little more.

If we say that the average standard of life for the whole population has been doubled in the last 40 years, we probably give a correct impression. Few people feel that a social system which has made possible such progress must be completely discarded. If this development could continue for another 40 years, poverty would disappear. This, of course, does not assume that social institutions remain exactly what they are today. For progress hitherto has been helped by a continuous adaptation of the social system. The reasonable conclusion is that a further adaptation of the present organization, which utilizes the same dynamic forces as hitherto, holds out promise of further advance.

The world economic depression meant very little interruption in the development. The volume of production in manufactures is about 40 percent higher than in 1929, which was a very good year. Real wages are, naturally, considerably higher than then both in industry, trade, and agriculture.

IT WOULD carry me too far to inquire into the causes of this development. Let me list a few of them and discuss briefly some others: (1) The value and usefulness of forests and water power have increased in the last half century owing to technical progress in the use of electricity, pulp, etc. (2) The motorcar and lorry mean a great deal to a sparsely populated country like Sweden, which could never be covered by railroads in the same way as Great Britain, Germany, Switzerland, etc. (3) Scientific research has been used to great advantage in Sweden—e.g., with regard to the improvement of seeds. (4) The Swedish educational system was fairly good even 50 years ago, which permitted a better utilization of the human resources than in some other countries on the European Continent. (5) Sweden avoided the World War and has spent relatively little on armaments. (6) We have been fortunate in having farseeing leaders in finance and industry.

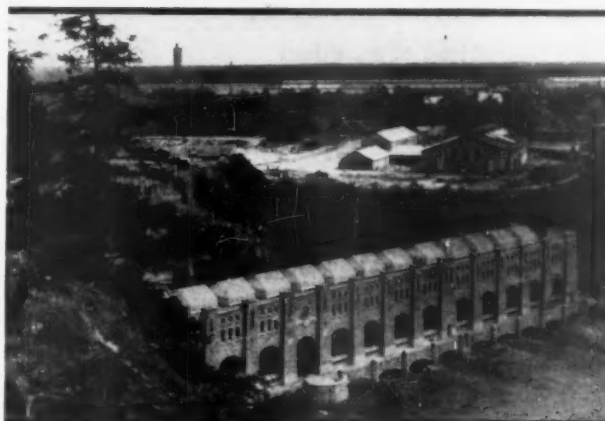
In the post-War era the consumer coöperative movement has also played an important rôle. Its principal achievements are, in my opinion, four. The retail distribution of groceries and some other products has been carried on in much the same [Continued on page 54]



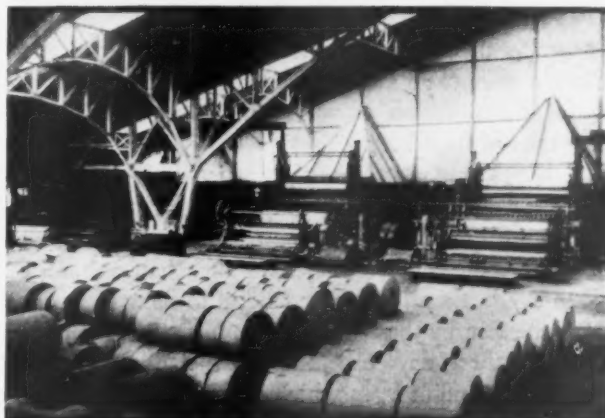
This "coöp" plant broke up Sweden's light-bulb trust.



Sweden "had the good fortune to escape the World War."



A State power plant (above). . . . A paper mill (below).



Photos: (from top down) (1 & 3) James Sawdets; (2) Acme; (4) Ewing Galloway

The Home: Is It Disintegrating?

Yes And how!—declares
Nina Wilcox Putnam

THERE ARE two sure-fire ways of getting your name into print and one of them is to point out that the younger generation is "going to the devil." Dr. Dudd from Dudville says it, and by gollies, he makes the headlines! And second choice for a lot of free publicity, is to state that the Home is on the rocks and breaking fast. I am choosing this second for my subject, not because I don't think the worst of the younger folks, but because I am afraid one of 'em might give me some quick answers.

However, the Home will stand for anything from father putting his socks in the stove, to having a footman behind every chair in the dining-room, counting the peas on your knife. So an attack by me will probably merely cause the Old Homestead to flap its shutters, crack its joints a little, and then settle down to sleep again.

But it's a fact, the Home *is* disintegrating. Well, the grating part is true anyhow. The Home is and has been going to pieces, on the point of vanishing, and in a fair way to be wiped out by the onward march of civilization, for the last 300,000 years, and still and all we haven't been able to get rid of the thing!

It may cease to exist any minute now, and no wonder, when you think of all the things that are wrong with it. Even the Government has recognized that the Home needed attention, and thought up the Home Loan. Personally I am not in favor of the Home Loan idea, because I once loaned mine to what I thought was a friend and when I came back! My dear! You should have seen that place! Why, the mess . . . but let's not go into that.

Now in order to have any intelligent discussion of the Home, we must first define it. Roughly speaking, a Home is a body of furniture entirely surrounded by bills. It is also a place where you can be disagreeable and get away with it: *viz*, no railroad station would tolerate the way some people act in their homes. The perfect Home is the one without a guest-room. This omission provides also for the omission of weakening week-ends, those severe tests of friendship.

Another definition says that Home is where the Heart is. But the difficulty with that lies in the fact that everybody's heart is not in the right place. To those who claim that their Home is where they hang their hat, well, all I have to say is, they'd better be careful to hang it where it won't be seen by the wrong party. Yet, what's left for the Home these days except to be the *locus* for hat-hanging and a point from which to forward mail? Entertainment is retailed by the hour around the corner at

● To two well-known writers that question was put . . . Their answers vary vastly in style and in conclusions. Mrs. Putnam parries lightly—but behind her light words the observant reader will discern the outlines of the same problem otherwise dealt with by Mr. Peterson . . . Readers' comments on this debate-of-the-month, briefly stated, will be welcomed.—*The Editors.*



cinema palaces; and if tin cans and delicatessen shops hadn't outmoded kitchens, there are still the chop-suey emporiums and restaurants that will advertise "home-style cooking."

Is an apartment a Home? Well, that's being pretty technical but I think the answer is: Not often. Perhaps it would qualify, however, under the hat-hanging definition. Flats usually do have a hook or two for headgear even though they lack space for a collapsible writing desk on which to indite rhymes about "the little gray home in the West." Why, I've heard that one family,

on moving from the open spaces where seldom is heard a discouraging word, tried to teach their dog to wag his tail up and down so as not to get it into the breakfast cereal. But that didn't work. They had to cut the tail off. They might have spared themselves and their pet those pains, though, for he soon died a victim of loneliness. The family owned an automobile.

Really, I cannot give you any very clear definition of the Home except to point out that it has always had a certain attraction for a great many people among whom are those who admit they don't know anything about art, but they know what they like. And there isn't really any other place to which the Home can be compared.

The man who wrote "There's no place like home" said plenty. And yet crooners croon about it and, as with a bag of buttered popcorn, people keep coming back to it. Probably they will as long as there is any left. Sailors do, and cats, and prodigal sons and even birds, the Homing-Pigeon in especial, although scientists have never been able to decide whether that bird had good sense or merely a one-track mind.

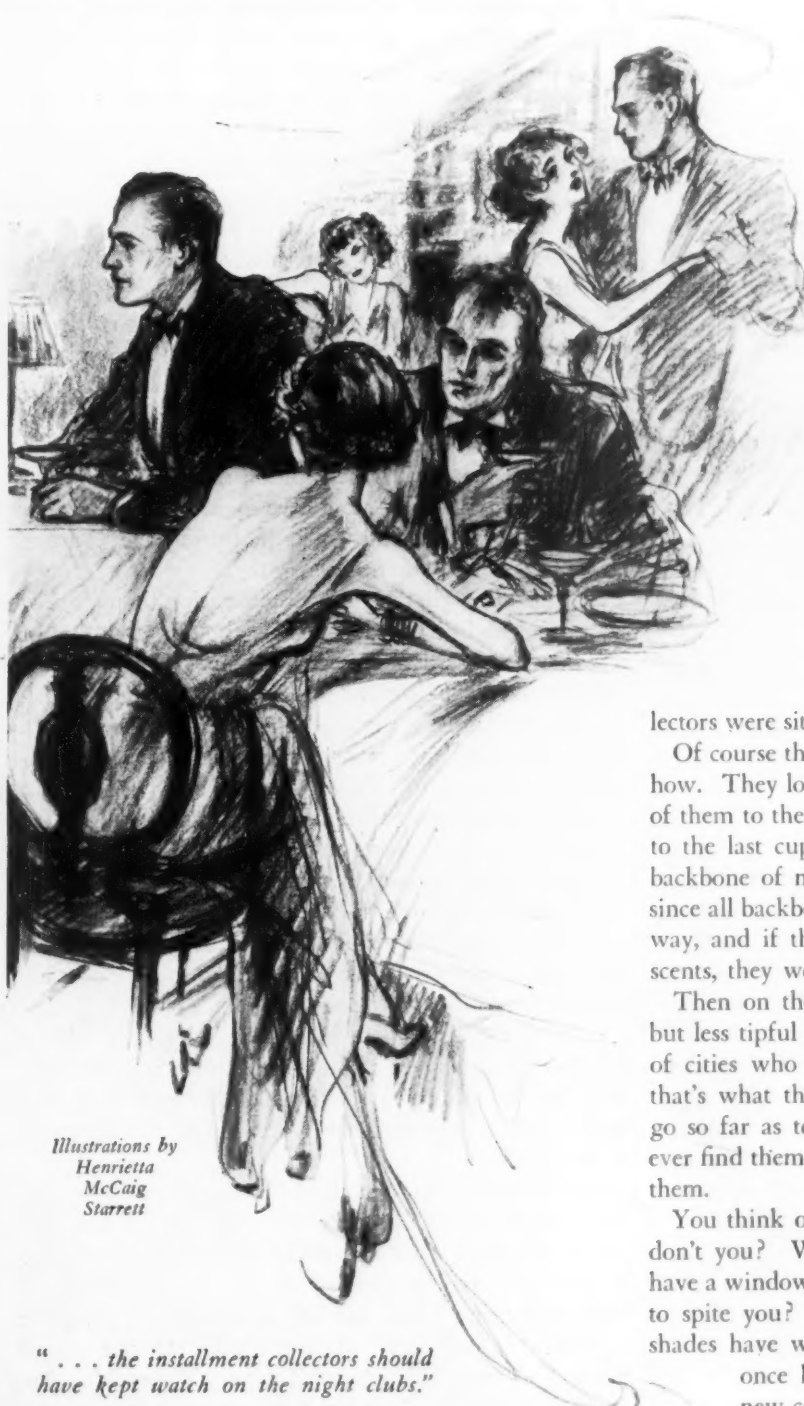
The modern Home is a moving sight—especially on May 1 and October ditto. Just take a typical example:

a lovely family which for three generations have pointed to the same hospital as their birthplace. In their childhood they had rushed off to the same schools and the same playgrounds, had spent their vacations in the same young-peoples' camps. Grandma and Grandpa, it is true, turned down the parlor light, but the more recent generation merely turns off the current from the parking lights. Three generations have been married in the City Hall. They give big dinner-parties, and always sit down 14 to dinner on Christmas and Thanksgiving—and can vouch for the swell meals downtown restaurants set up on these occasions. One member of this family actually went home last year and the police were notified that he was kidnapped, because the rest of the folks couldn't find him anywhere. Incidentally it's a wonder the missing member knew where to go, because they'd moved 16 times during the past 14 years, and even the installment collectors were sitting on the wrong doorsteps.

Of course this was a rich family. Rich in variety, anyhow. They loved their home, and just you dare tell one of them to the contrary. They would defend the Home to the last cupcake pan, and tell you the Home is the backbone of modern Life. And maybe they are right, since all backbones are nothing but a series of joints, anyway, and if those installment collectors had used good scents, they would have kept watch on the night clubs.

Then on the other hand we have an equally typical but less tipful sort of family usually inhabiting outskirts of cities who are known as Home Owners. At least that's what they call themselves and they will actually go so far as to tell you they own their Homes—if you ever find them in. But they're wrong. The Homes own them.

You think of a house as something solid, immovable, don't you? Well, ever have one spring a leak? Ever have a window that got stubborn and wouldn't shut, just to spite you? Mule-windows and stubborn window shades have worn out more people . . . huh! Why, I once knew a house which had been refused a new coat of paint and was so mad that it would



Illustrations by
Henrietta
McCaig
Starrett

" . . . the installment collectors should have kept watch on the night clubs."

deliberately wait until the "owner" was dropping off to sleep and then start banging one particular shutter. Oh, well, maybe the house had its pride. Lots of its doors were stuck-up, anyhow!

And furniture. Even furniture you've known for a long time and have every reason to believe to be perfectly tame, will rise up in the night and bite you in the shins if you walk about without a light. Why, I knew an old rocking chair which had attacked the ankles of so many generations in one family that they all had foot-and-mouth disease; foot, from being bruised around the lower portion of the drumstick and mouth from the things they'd said about the wicked old chair. Once they put it out, but it rocked itself back and was lying in wait for them when they came downstairs in the morning. They never tried again and now the old chair simply rules the house.

THERE are chimneys that simply will not give up smoking; and who has not tended furnace? A furnace takes more waiting on than a young baby, and as for plumbing—well, I've heard apparently respectable, neat, and quiet-looking plumbing say things to its "owner" which simply would not bear repeating here!

In fact, you take the average run of householders and see how long they dare to stay away from their house! Scared to death the houses will act up the moment their backs are turned! All of which goes to prove that they don't own their Homes, their Homes own them, and yet these people will go on being martyred year after year, complaining no end but without the courage to do anything about it. No wonder the Home is disintegrating—it generally starts doing that before the paint is dry. However, some people enjoy being bossed by their things,

*"... they had rushed off
to the same schools and
the same playgrounds..."*



like a woman I know, who spent all her time trying to keep the ivories of her piano clean and never really got rid of that film although she used every dentifrice she saw advertised.

In short, almost anyone will admit that the Home is a darned nuisance. Yet we fight for it, we fight in it, and when the will reads wrong, we frequently fight over the Home, as well. You've heard that one about England's battles having been won on the playing Fields of Eton? Of Vimy Ridge and Waterloo and Caesar's Gallic wars. Fie! The biggest battles in the world have been fought without leaving those environs which are bounded by a mat with "welcome" on it and an ash can at the other entrance! And still people stand up for the Home. Stand up in the streetcar, bus, or subway going there, anyway.

Perhaps a glimpse into the History of the Home may explain why everybody is against it. Such a résumé may even explain why nobody is willing to give it up, either. In any event this glimpse into the past will, as is common with such glimpses, be exactly as clear as mud.

Well, anyhow, the first Homes were in all probability established by monkeys. At least they started with a family-tree and no doubt husband and wife each claimed theirs was the older. True, cocoanuts were the first primitive substitute for the rolling-pin, and that prime essential of every home, the installment purchase, was lacking, but the home spirit was there. It undoubtedly began to be destroyed when some simian stood upright and moved his family into a cave—which was a terribly radical thing to do and, in itself, proved the younger generation's degeneracy.

As usual, though, the younger generation thought they were right and pretty soon nobody thought anything of it when they read ads to the effect: "Caveat Emptor (Empty Cave) Mammoth Cave Apts: For Rent furnished. Nice dark cave, all the latest improvements. Sand floors, firestones, stone utensils, shell-heap on premises. Convenient to Dinosaur Lines and fish-schools. Guaranteed Ichthyosaurus-proof. Walls newly decorated in reindeer pattern. Supt. on premises."

And then the Home remained fairly stable, or staple or whatever, until the children began to grow up and express their impudent opinions, and then naturally the Home took another tumble because how could it possibly survive these ridiculous notions about Flint?

I am not talking about Flint, Michigan. I'm talking about the introduction of flint breadknives and flint scissors and all such namby-pamby tools for making housework easier and consequently weakening the structure of the Home.

All of which was as nothing compared to the prophecies which were born with the discovery of fire, and people began to cook instead of eating things raw the way Nature obviously intended. But fire caught on all right, and soon all that was left of the old ways was the expression "a raw deal" which originally meant a second helping of fresh-killed Saber-Toothed Tiger. Not that cooking was easy. The fire was almost as hard to get

lighted as it would be today if you had just run out of Boy Scouts. The fire-lighter took two sticks and rubbed them together until he was blazing mad and then his language started a few sparks and that was that. But fire certainly ruined the Home, what with no insurance companies as yet, and all.

But when you come right down to it, the thing which really ruined the Home was the discovery that somebody else could do the house work if properly intimidated. This really did not become established until the Middle Ages when people were feeling rather Middle Aged and the Dukes couldn't use their "dukes" like they used to. So they got some people called Serfs (nothing to do with the ocean) to sort of tide them over. And these Serfs weakened the home structure to the point where it really wasn't at all what it used to be. The ladies quit making bread and made tapestries for the taprooms instead, which caused the old folks to view with alarum. And alarum-viewing has been an old man's game ever since.

And somehow or another from then till now, anything which made less work in the home or less home in the work has been considered dangerous and a sure-fire home destroyer. But it's a known fact that matter is indestructible and in most people's lives, the home does matter—so there you are. This must be the reason why it is always at the vanishing point, but never quite gets out of sight.

Grandma would turn over in her grave if she knew I had an electric icebox, but she won't, because I haven't one; I can't afford it. Which does not prevent other people's grandmas from turning over in theirs, because somebody must have the money or there wouldn't be all those expensive advertisements.

And it's possible that I'll just hate it when my son grows up and he and his bride live in a dirigible which they moor to our flagpole when they run over for the week-end, as if anybody *could* call a dirigible a home even if it *does* have a tiled nursery and a private elevator!

NO It's stronger than ever says Elmer T. Peterson

Formerly Editor, Better Homes and Gardens



WE ARE told the home, and all it implies, has disappeared—that it has abdicated in favor of the eat-and-run flophouse, that it has become the way station between roadhouse and the necessary job. According to sage observers who survey the social scene, instead of the home we now have the moral equivalent of a sailor's hammock or the shiftless pile of sticks used as a nest by the opportunistic cuckoo bird.

Some writers tell us that we aren't going to miss it much, that it is good riddance. Home owning, they aver, is a relic of the Victorian era, wasteful, uneconomic, and irrelevant. And this story is told of a woman who was being urged to buy a house:

"My dear man," she said to the salesman, "what do I want of a home? I was born in a hospital, educated in a college, courted in an automobile, married in a church. I now live in an apartment house, get my meals at a cafeteria, play golf in the forenoons and bridge in the afternoons, and in the evenings go to a movie. When I'm sick, I go to a hospital. When I die, I'll be buried from an undertaker's chapel. What in the world do I want of a home?"

I chuckle at that, and you do. But let's get a grip on ourselves and go back to a calm appraisal of the home and whatever it may signify in this modern era.

Presumably, any professional catch-as-catch-can scoffer

will admit, first of all, that the rearing of children by somebody or other is commendable—even necessary. One need not assert, with some philosophers, that it is the grim duty of a nation to procreate. Let us assume, as a safe premise, that the race will perpetuate itself in time-honored fashion and that parents, in general, *will* go on caring for their children.

That means that the family, of some sort, will survive. And the home, as its headquarters, is to be taken for granted notwithstanding the facile reasoning of the cynics and the fun makers. If it was tough-fibered enough to survive the vicissitudes from Ice Age days through feudalism to the present, it isn't going to vanish in an era of airplanes and television. Indeed, I believe that the family-home institution is going to bend to its own ends the fruits of the laboratory. I'll go further to say that the home is better fitted to the new era than to conditions of the past, and here are my reasons:

1. Civilization, in its most significant sense, is a process of liberation. We must and we will move away from the regimentation of jittery, neurotic, misdirected happiness-seeking characteristics of metropolitan outside-the-home congestion.

2. Less labor is steadily being required to produce necessary commodities. Breadwinners, male and female, will spend correspondingly less time in factory, store, office. Thus they will have more time for cultural and recreational activities, with the emphasis on personal

hobbies. This pursuit tends to be an individual one, and away from the general hurly-burly.

3. New inventions and processes, instead of breaking up home life, will increasingly enable the stay-at-home to obtain discriminatingly chosen, satisfaction-producing, outer-world stimuli in greater abundance than ever before. For example: publications, radio, telephone, excellent pictures, quick transportation, television.

4. The appeal of homes is growing and will grow because of the increase in physical comforts brought about by automatic heating, air conditioning, insulation, improved plumbing, better cookery, efficient delivery of water, and the versatile uses of electricity and gas.

5. The advance in the arts of landscaping, gardening, and interior decoration is making the home a center for significant self-expression.

6. Rapid transportation, *per se*, makes it easy for the home to become the base of personal life without losing advantages of desirable outside interests and recreations. Automobiles and airplanes, it has been said, take people away from home, but they also take them back with the same speed and mileage.

SCIENCE is blind and impersonal, we hear. But if Sir Josiah Stamp's testimony* may be believed, even the science for science' sake men are thinking more in terms of social welfare than formerly. And yet if it were not so, the persisting biologic and personal factors that created family life would tend to turn to their services the discoveries of the laboratory that fit into their purposes. It always has been so. There is no reason to suppose that the process will cease.

A generation ago, publicists were deploring the movement from small town and country to the city. They were wise men, but they overlooked the possibility that the advantages of city life were to move to the hinterlands. Ranchers in Alaska can now listen to operas from New York, read airplane-delivered newspapers by electric lights—or, when chores are done, motor over to the neighbors for a twilight chat.

But some of us must live in the clots of steel and stone and concrete called cities. There the home-owning habit may have its setbacks because of the price of urban real estate, but it will come through triumphant.

Already there is a murmur of discontent in the city canyons, and no wonder! At awakening, the apartment dweller is beset by countless humiliating inhibitions and prohibitions. He must not sing in his bathroom or yell across the courtyard to tell his neighbor about yesterday's golf score. If he has a coon dog, it is cursed by folk above and below. His children, if any, are compressed into a claustrophobic space and deprived of the primordial yipping and zipping all over the place.

He takes a certain predestined train, bus, or streetcar to work, and is pushed, pulled, cowed, bullied. Downtown he is shoved by the policeman, the elevator operator, and the other conduct-regulators. And so on, far into the day. It is only when he reaches some approximate seclusion in some sort of a home that he can relax, ex-

pand, and thrill to a consciousness of his own individuality.

The innate opposition of humanity to the city regime may sometimes be down, but it will never be out. A man may make personal adjustments and compromises with economic necessity, but *men* will correct conditions that deny to the human personality its right for a fair chance to find itself.

If all of us are to have employment, jobs must be spread out more thinly. The 30-hour week? Perhaps. Most of us can remember when steel workers were toiling as many as 72 hours a week. Moreover, if our highly developed machinery of production is to be kept going, it must increasingly be used to produce "consumption commodities" and services. The world can produce more "necessities" right now than customers can buy, and, as Dr. Walter B. Pitkin has suggested,† the need is for more intelligent and therefore greater consumption of goods and services that make for a more gracious and comfortable life.

When our machinery of production is readjusted and regeared to turn out more music, art, theatricals, books, garden landscapes, rugs, golf supplies, tableware, decorations, fine clothing, and other goods and services often classed as luxuries or seminecessities, it will not mean pyramided production. Such "consumption commodities" and services do not add to the surplus, as is truly the case when we mill out more steam shovels, plows, or robots that whang together 10,000 chassis in a day.

The blueprint for the new economic day is taking shape. It points inevitably to a partial decentralization of that febrile metropolitan machine that was forged for a prodigious orgy of capital-goods overproduction which ended at 10 A. M., October 29, 1929. It calls for a greater emphasis upon a readjusted folkway, more time to play and to think.

IN THIS, the home will with accumulated force thrust itself to the front of the stage. *Men will live.*

Cities are, after all, a relatively new phenomenon. It is only within the century that the world has had really large cities. They are still an experiment—and are rapidly making a mess of themselves. The need of our day is to reduce social units to manageable proportions. By their own weight, cities will break up. Already, the cracks are showing—hastened by racketeering and political corruption. Engineers are experimenting with super-power projects that will pipe electric power without great loss to distant industrial concentrations. Henry Ford is pioneering with communities wherein men may "have one foot in the soil, the other in a factory."

The family, sometimes passively and sometimes actively resisting subversive economic forces, is sure to triumph, emancipating itself from mass thinking, mass doing, mass pleasure-seeking. For family life is the best medium the race has discovered in which to create conditions which will insure its [Continued on page 54]

* *The Scientist and Society*, by Sir Josiah Stamp, THE ROTARIAN, August, 1937.
† *There's Room at the Top, But—* by Walter B. Pitkin, in THE ROTARIAN, December, 1935.



Woodcut by Ben Albert Benson



Not 'Foreigners'—Friends!

By Maurice Duperrey

President, Rotary International

THE ANCIENT SAGE said: "Know thyself." Excellent advice, but, in this modern world, scarcely sufficient. Paraphrasing our Rotary slogans, we might put it thus: "Know thyself by all means, but know also the other fellow." To do which it is essential to begin early, for it ever remains true that the child is father to the man.

It follows, therefore, that the exchange of children may become one of the most important factors in international relations, a diplomatic task *beyond* the scope of diplomats. They can help, of course, but they are handicapped by the fact that they do not reach the family circle, and it is in that circle that the best work is done. Rotarians who have "swapped" children know that full well.

Rotary has no monopoly on such exchanges—nor does it lay claim to the invention of the idea. In France in the old days we had a system called *compagnonnage*. After their apprenticeship, craftsmen set out to make "the tour of France"—and they walked in those times. Here and there where they tarried to work they received the hospitality of their fellows. The advantage was twofold: While benefiting from a sort of postgraduate course in a trade, craftsmen *learned to know their fellowmen*.

Our modern exchange-of-youth program has the additional advantage that the young people not only see strange lands, but also, for a period, are privileged to live the family life of the dwellers in those strange lands. Merely to gaze upon the works of Nature or upon man-made monuments is a thrill indeed for the young mind,

Exchanging sons and daughters is a favorite Rotary activity, notably among Europeans.



but for lasting impressions of the foreign scene nothing surpasses participation in the affairs of a home.

Surely, Ted and Dick, sons of Rotarian Harvey B. Lyon, of Oakland, California, will remember to the end of their days their visit to Japan. As the years pass, some of their mental pictures of sights seen may become blurred, but the recollections that will remain forever clear are those of the family life of their hosts, Baron Yasushi Togo, a Tokyo Rotarian, and his son. And so it will be with the Australian girls received in China and Japan, with the English boys who visited Rotary Clubs in the 69th (now the 165th) District (Georgia), with the daughters of Greater Boston Rotarians entertained in English families—and in the scores of other instances reported in the pages of *THE ROTARIAN*.

In Europe, the exchange-of-youth movement has gone far. While it has come to be a common Youth Service activity of Rotary Clubs, many Rotarians, as individuals, take an active rôle in youth-exchange work quite apart from Rotary. Thus Paul Arthur Bertholle, Past President of the Rotary Club of Dijon, France, as a high official of the P.L.M. Company has much to do with the interesting arrangement between French and German railroads whereby children of employees are exchanged for four weeks "to be treated as members of the family

and to act toward their hosts as they would toward their own parents." The railroads of both countries reciprocally provide free transportation, this year enabling some 2,000 German and French children to experience home life across the Rhine.

Educational organizations have similar activities for the exchange of students, the Office National des Universités having a quota of approximately 1,500 each year. Perhaps more dramatic, however, were the Franco-German camps for boys. The French camp was near Rambouillet, seat of the French "Summer White House." President Albert Lebrun received the German lads and showed his interest in the movement by conducting them through the château. Simultaneously, the French boys



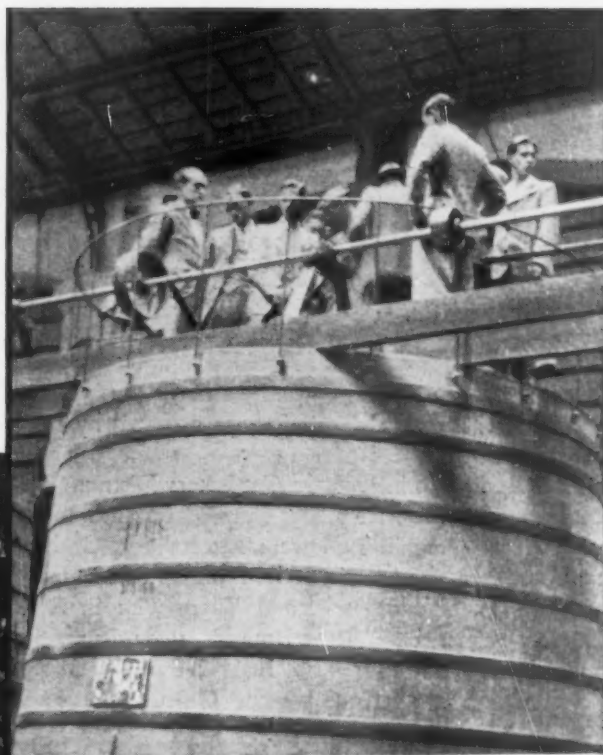
Photo: (lower right) Acme

Sven Knudsen, Danish school supervisor, sponsored this youth exchange (left) back in 1929 . . . Above are underprivileged children enjoying good times made possible by Rotarians at Vichy, France . . . At right: Sons of European Rotarians inspecting an industrial plant at Cognac, France, and posing for a pool photographer at Graz, Austria . . . Below are Australian girls enjoying the hospitality of daughters of Tokyo, Japan, Rotarians.

were encamped near Bad Reichenhall, in Germany. Chancellor Adolf Hitler marked the occasion by receiving them at his mountain chalet near Berchtesgaden.

Though youth exchange under auspices of the Rotary Franco-Austro-German Committee for the Exchange of Children will be interrupted by the disbanding of Rotary Clubs within Germany, its activities last Summer should be noted. Many Rotarians took part, Maurice Bernard, of Dijon, and Past President Günther Beindorff, of Hanover, being especially active in the exchange between France and Germany. A typical pair of lads are young Guilmet, of Angers, exchanged for young Haussmann, of Stuttgart. Both were enthusiastic over their experiences; and who can doubt that the French boy will remember all his life an informal talk on *The True Aspect of French Youth* before a German class?

In each of the three Rotary Districts in France is a fund to which Rotarians annually contribute 50 francs



(about \$2) to cover expenses of visiting children of Rotarians from other lands. Usually there are from 30 to 50 youngsters, aged 16 to 20, in a party. The one that came in 1935 is typical in makeup. In it eight countries were represented—Germany, Austria, Belgium, The Netherlands, Italy, Luxemburg, Switzerland, and Czechoslovakia. The visitors were taken to the Bordeaux region and were greatly impressed by the vineyards.

This year, the youthful guests were escorted to the Alpine country, around Aix-les-Bains and Grenoble. They were entertained by leading Rotarians and families, with French boys serving as guides and interpreters. Schedules were well filled not only with sightseeing, but also with visits to factories and shops operated by local Rotarians.

In 1934 and again in 1936, the 61st Rotary District (Belgium) organized tours for boys from other lands. The nations represented in 1934 were Luxemburg, Czechoslovakia, Denmark, Austria, Italy, Finland, Switzerland, Hungary, The Netherlands, and Yugoslavia; in 1936, they were France, The Netherlands, Norway, Rumania, Czechoslovakia, and Hungary. In 1932, Swiss Rotarians entertained a group for one month. On this occasion it

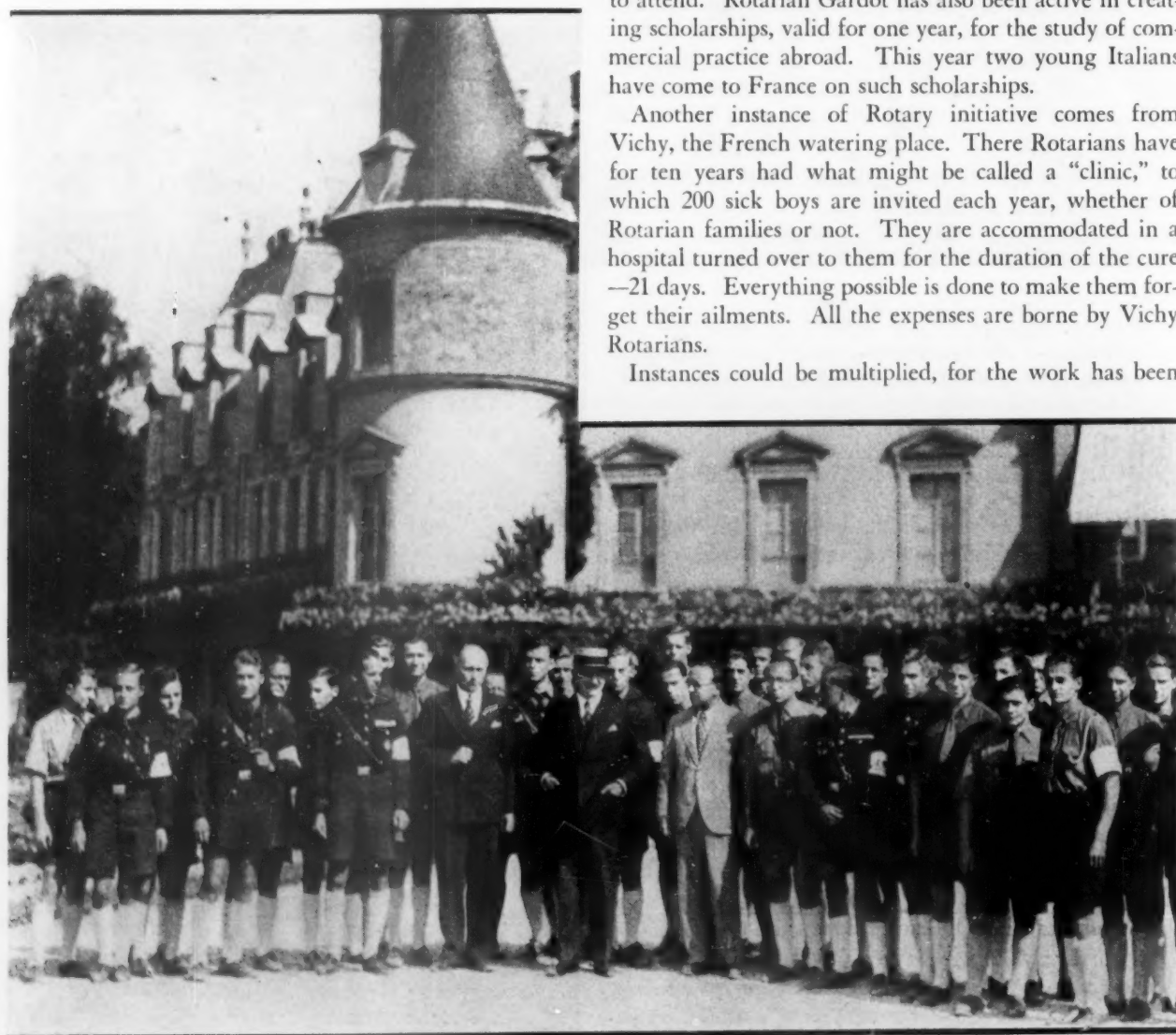
was a veritable medley of tongues, for the 18 participants came from 13 different countries—Austria, Belgium, Denmark, Spain, France, Great Britain, Hungary, Ireland, Italy, The Netherlands, Portugal, Sweden, and Czechoslovakia.

The Rotarians of Denmark have long been interested in the promotion of world-mindedness through the exchange of young people. Rotarian J. C. Hempel, of Copenhagen, an enthusiastic leader in the movement, further developed it in the form of a vocational exchange. That was in 1932; as a beginning, 12 young Danes obtained positions abroad, five going to England, five to Germany, one to South Africa—and one to China!

NOTEWORTHY, too, is the work of Rotarian André Gardot, of Angers, France. Thanks to his initiative, a number of young lawyers from various European countries, also some from America, attend each Summer the school known as the International Academy of Law at The Hague, The Netherlands, under the auspices of the Federation of League of Nations Societies. Practically every Rotary District in Europe has created scholarships available at this school, to enable at least one young man to attend. Rotarian Gardot has also been active in creating scholarships, valid for one year, for the study of commercial practice abroad. This year two young Italians have come to France on such scholarships.

Another instance of Rotary initiative comes from Vichy, the French watering place. There Rotarians have for ten years had what might be called a "clinic," to which 200 sick boys are invited each year, whether of Rotarian families or not. They are accommodated in a hospital turned over to them for the duration of the cure—21 days. Everything possible is done to make them forget their ailments. All the expenses are borne by Vichy Rotarians.

Instances could be multiplied, for the work has been



These young men are getting a first-hand understanding of national neighbors. They are from several European countries, and are here shown with their Rotarian hosts at Antwerp, Belgium . . . Each Summer similar parties are given opportunities to visit in Rotary homes.



going on, quietly and unostentatiously, for upward of a decade. At first, due to the unfortunate misconception in certain quarters that Rotary was a secret society or had affiliations with secret groups, some reluctance to exchanging sons and daughters was encountered. But this misunderstanding is being cleared up, and enthusiasm among Rotarians for the activity is mounting. Revelatory of its place in European Rotary may be cited the many notices—sometimes running to two columns—in *The Rotary Wheel* (published in London), wherein Rotary parents offer to exchange sons and daughters.

Exchange of youth is not a standardized thing. It may take the form of scholarships, camps, tours, or employment, but its most characteristic manifestation is exchanging children between families. Often acquaintances made during tours ripen into friendships, with personal visits resulting the following Summer. Such ties are seldom severed. Typical is this Franco-Norwegian case: The two daughters of a well-known Oslo states-

man stayed with a French family near Bordeaux. In return, the French parents sent their son to the home of their friend in Norway. And he stayed there a full year.

Correspondence is a natural sequence of contacts established by young people in neighboring countries. It is, indeed, fostered. Young visitors are encouraged to write their



President Albert Lebrun, of France, welcomes a group of German lads encamped near Rambouillet, the seat of the French "Summer White House." French boys who were camping simultaneously near Bad Reichenhall, Germany, were greeted by the Chancellor, Adolf Hitler

impressions, and not infrequently some of their narratives are published. Letters are still exchanged among the more than 100 French, Italian, Hungarian, Czechoslovakian, and English lads who were in the 1935 camp at Georgenthal, Germany, organized by Rotarians at Leipzig, Halle, and Erfurt.

Far from the least of the benefits of youth exchange is the training it gives in the acquiring of a facility to speak or write another language. That, in itself, is a worthy object and was until but a few years ago the chief purpose in sending a child abroad. But language is merely of the lips, whereas it is the heart that counts. If relations among nations are to improve, how better can the cause be served than through personal experience of impressionable young people in the home life of neighbors beyond their national boundaries?

OFTEN it has been said that one of the greatest benefits of the annual Conventions of Rotary International is what might be termed its by-product: *fellowship*. History books, magazine articles, newspapers, fail to *personalize* the people of other countries. Rotary, through its Conventions, is for thousands making Australia and Japan, America and Sweden, India and Italy, not just colored spots on the map, but places where real people live.

And in a very special way, youth exchange is carrying this process forward—among boys and girls who are destined a few years hence to occupy positions of importance in their homelands.

Five boys from Czechoslovakia were guests in the Summer of 1936 of the Rotary Club of Portsmouth, England. They had been home a short time when one of their fathers wrote:

"We are very much obliged to the Portsmouth Rotarians for their kindness, which I am sure will leave the most beautiful memories in the young souls of our boys for the length of their lives."

Do you wonder that Rotarians of Europe are enthusiastic over youth exchange? That they regret only that it was not begun generations ago?



'Free' with Every Purchase—

By Marc A. Rose

DO YOU remember how mother used to save soap wrappers to get a golden-oak rocking chair and to hoard coffee-package labels until she had enough for a practically hand-painted set of china? Well, that's still going on, only more so. The rockers aren't golden oak any more and the dishes are made of unbreakable plastics nowadays, but the modern housewife responds to the good old appeal of "something for nothing"—or next to nothing—more eagerly than ever. This year, goods worth 450 million dollars at factory prices will be "given away" or sold at cost to persuade housewives to buy other goods.

The old-fashioned premium has staged a spectacular comeback. It has done more than come back—it has climbed to new and giddy heights of popularity. The volume of business sank to a low of 200 million dollars in 1935, when NRA codes were shackling premium users in many lines of trade. It has more than doubled in the past two years, and now is 50 percent greater than in 1929.

Elbert Hubbard must have been right. "The premium method of merchandising will live as long as trade," he said grandiloquently, "because it moves with the tides of the human heart."

All kinds of businesses use premiums. A real-estate

Premiums have long been used to stimulate sales . . . and here the author discusses their perennial appeal to the buyer's pocketbook.

dealer gave a new car to every purchaser of a house and lot. A cemetery association gave bronze corner-markers to every purchaser of a burial plot. A "Palace of Youth" in Ohio gave a set of six etched glass tumblers, "suitable for bridge prizes," with every permanent wave. An automobile dealer gave a \$50 watch with every used car, and cleaned off his lot the week before the automobile show, toughest week in the year to sell used cars, because everyone wants to wait to see the new models. But the vast bulk of premium goods serve to push the sale of goods that everybody uses every day, with the food manufacturers the leaders.

There have been changes with the years. One type of premium plan, the trading-stamp system, has lost some of its once great vogue, perhaps due to abuses. Another type has arisen, the "purchase privilege" plan. If you buy two pounds of Soso's Breakfast Coffee, you acquire the privilege of buying a percolator for less than half what it would cost you at a retail store. That's the general idea, which has been embroidered with many variations. It is growing to tremendous proportions. Take

Kansas City, Missouri, a typical American city, if there is any such thing. Housewives in that shopping area bought a new brand of coffee in order to be permitted to purchase a white-enameled steel kitchen stool for 93 cents. They bought 55 carloads of kitchen stools.

Then there was the dealer who sold 10,000 electric refrigerators at \$200 each, or thereabouts, in January, each purchaser being allowed also to buy an electric food mixer for \$8.50 that everybody knew retailed for \$17. That is a lot of refrigerators for any dealer to sell in any month and it is practically miraculous for January, even though the town is pretty big. But it just goes to show that while, as they're always telling us, New York isn't a typical American city, its women react to premiums just like the women of Dubuque, Iowa. It was New York City housewives, too, who purchased 7,500 cases of a bottled soft drink in February in order to get the privilege of buying a famous \$7.50 electric iron for \$3.73.

Purchase-privilege offers are almost always genuine bargains—though the women know that without my telling them, it seems by the returns. The businessman who makes the offer wants to introduce a new product quickly, or boost off-season sales, or fight a competitor. In any event, he isn't interested in making a profit on the electric iron, or mixer, or whatever, and is selling it, probably, at the manufacturer's price for carload quantities. If he says, however, that you can get the article at your grocer's, he probably does include a few cents above cost to pay the grocer for handling the transaction. Grocers in national convention assembled last Spring complained loudly that it was getting to be a nuisance, anyhow. So the plan of asking the customer to "write in" for the premium is probably going to spread.

It is certain that the purchase-privilege plan is the fastest-growing premium device, but it is not certain that it yet moves any more goods in the aggregate than the "free with every purchase" plan—the spoon with a package of tea, the dishrag with a box of soap chips, or

the cereal dish with a certain package of breakfast food.

The word "free," by the way, has dubious legal status at the moment. The Federal Trade Commission put its foot down flatly once, then relented somewhat. It is all right just now to say "no extra expense" or "free of any additional charge." And there is at least one court decision which overruled the Commission and decided that the word may be used without qualification. An encyclopedia was offered "free" if you bought a ten-year service which promised to keep it up to date with revisions and addenda. The quiet humor and the practical wisdom of Judge Learned Hand, of the United States Circuit Court, are worth quoting. He wrote:

WE cannot take seriously the suggestion that a man who is buying a set of books and a ten-year extension service will be fatuous enough to be misled by the mere statement that the first are given away and that he is paying only for the second. Nor can we conceive how he would be damaged were he to suppose that was true. Such trivial niceties are too impalpable for practical affairs; they are will-o'-the-wisps which divert attention from substantial evils."

In other words, when you are told that you can get something free, you probably won't believe it anyway, and if you do believe it, what harm is done? And why doesn't the Federal Trade Commission find something more important to do?

The premium men's own definition is that "a premium

"There's no more high-powered salesman than Junior . . . or Sisty, who adores the cutouts . . ."



Illustrations by
Wendell Kling

is free when it does not increase what would otherwise have been the price of the product with which it is offered." It was Frank H. Waggoner, chief spokesman for the industry, who coined the phrase that all premium men love, "Not something for nothing, but something instead of nothing."

When we succumb to the blandishments of the premium offer, and who of us doesn't—I recently bought a box of candy to get two goldfish in a bowl—we are yielding to art and science. The premium men "know their stuff." They are among the greatest of practical psychologists. To begin with, they aim at the great middle class. They seldom offer necessities for the very poor and they make no effort to tempt the rich, who have everything they want, anyhow. The vast majority of premiums are things that the average woman would like, but would hesitate to buy out of her careful budget. Of the thousands of items, "something for the home" would cover the broadest classification. The urge to beautify the home is one of the deepest of feminine passions.

The premium should be high priced in its class, or look it. Better one good teaspoon of a famous brand than six cheap ones. If the "gift" can borrow the prestige of a great reputation, so much the better.

Another cardinal principle, learned from Solomon, is, "Hope deferred maketh the heart sick." The premium secured by saving tokens must be obtainable within a reasonable time; the man who offered a handsome silver dish for 50 labels from his canned mushrooms didn't stop to figure that few housewives would use 50 cans of mushrooms in a year, while six months is commonly accepted as about the top limit for the successful appeal of a cumulative offer.

Speaking generally, the premium should not be something that is consumed in the using, like gasoline, soap,

or coal, but something that will stay around the house for a long time to remind the customer of the product with which it was obtained. There is an important exception: with goods which are purchased frequently, it may be well to use a premium that women will want recurringly. And that explains the recent great vogue of silk stockings as premiums with soap chips, dishrags with cleaning powders, and so on.

The psychology of appealing to children is delicate. There's no more high-powered salesman than Junior, when he is imploring mother to buy X's breakfast food so he can get a G-man set like "Stinky" Smith's. Or Sisty, who adores the cutouts on Milligan's Margarine. But let the businessman beware: there are pitfalls! The product must be suitable—better not offer kiddie-kars for plug tobacco tags or gin-bottle tops. That's pretty obvious. It is not always so obvious to all manufacturers, apparently, that the product must be something in a form that is easily recognized by a child. Buddy knows what kind of cornflakes he gets—he sees them—but he doesn't know the baking powder that goes into his favorite cake.

THE "hope deferred" maxim goes double with children. The manufacturer isn't smart who keeps a child pestering mother to save box tops for six months to get a cowboy suit, and he is even dumber if he makes the child wait weeks for delivery of the prize after the box tops have been sent in. Yet at a recent convention of premium men in Chicago (oh yes, there's an association with a convention and an annual banquet and an exposition) it came out of the mouths of babes that premium users, plenty of them, are guilty of just those stupidities.

A group of children were brought into the convention hall, on promise of presents, and asked questions. Had they ever had mother send off for a premium? How long did it take to save the coupons? How long did they have to wait? And, above all, did they like their "present"?

One youngster embarrassed a manufacturer by stating baldly that the "gold stuff" came off the birth-month ring she got. Another little girl said she had forgotten she had sent for the "party set," it was so long in coming. A boy, 10, had secured a bat, a ball, and nine baseball players' caps by getting his mother to save package tops for six months. Mother got pretty sick of the whole thing, and when he got the prize, he "didn't think it was so hot." I quote his own deplorable English.

Women brought in for a similar clinic were equally candid. They thought the prizes sent to children were seldom worth even the 10 cents in postage—but perhaps they gave the children that much pleasure, the excitement of sending the letter, waiting for the postman, and all. They admitted the pull of premiums.

"I never can get over sending for something 'free,'" was the admission of a business woman, college-educated, very brisk and competent. There was another point on which the women agreed: they liked best the practice of putting the premium on [Continued on page 58]



"The product must be something in a form that is easily recognized by a child."

This Month We Honor—

Seven Rotarians whose eminent services to their crafts, to their neighborhoods, or to their nations have won for them the applause of their fellows—and for Rotary; distinction. It is with much pleasure we here salute:

GEORGE A. MOULTON (Peterborough, New Hampshire) because of a successful year as president of the National Association Boards of Pharmacy. In his State he is president of the Pharmaceutical Association and Commissioner of Pharmacy and is the originator of the "New Hampshire Plan" for pharmacy associations. He is a Past President and member of the Rotary Club of Peterborough. ↓

Photo: Associated News

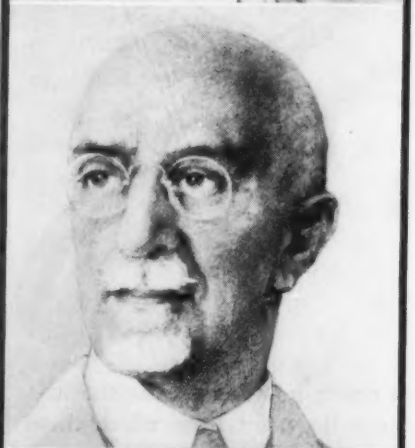


Photo: Legard-Loving

DR. ALBERT BUSHNELL HART, professor emeritus of American government at Harvard University, because at 83 he ranks as one of the keenest of authorities on George Washington. To the Massachusetts State Library he has given his large, rare collection of Washingtonia, the culmination of a decade of research. He is a member of the Boston, Massachusetts, Rotary Club. →

GEORGE M. SLOCUM because he presides this year over the Advertising Federation of America. He is founder and publisher of the *Automotive Daily News*, acknowledged to be the spokesman of the industry, and is a vice-president of Caper-Harman-Slocum, Inc., publishers. He is a member of the Rotary Club of Detroit, Michigan. →

HARRY A. SMITH because of his election to the presidencies of the Delaware, Lackawanna and Western Coal Company, New York, and the Blue Coal Corporation of New Jersey. The Pennsylvania anthracite industry has been his scene of action for 40 years. He is a Past President and honorary member of the Rotary Club of Scranton, Pennsylvania, and is one of the founders of the Big Brother Movement. →

HON. SIR PHIROZE SETHNA because he is Rotary's first Indian Governor (District 89). He is Chairman of the Central Bank of India, Ltd., manager for India of the Sun Life Assurance Company, president of the Motion Picture Society of India, a member of the Council of State, a prominent Liberal leader, and a member of the Bombay Rotary Club. ←

FRANK H. LAMB because from his pen came one of Rotary's oft-quoted books, *Rotary: A Business Man's Interpretation*. Governor of District Number One in 1922-23, he became a Director of Rotary International in the following year. Now, he is an honorary member of the Aberdeen, Washington, Rotary Club. →

GRAHAM TAYLOR, 86-year-old founder of the Chicago Commons Social Settlement, because a jury of Chicago, Illinois, leaders named him recipient of the Chicago Merit Award of the Rotary Club of Chicago. With the award, Chicago Rotarians presented him with an honorary membership also, the first they have given a nonmember in 20 years. ←

Photo: Bachrach

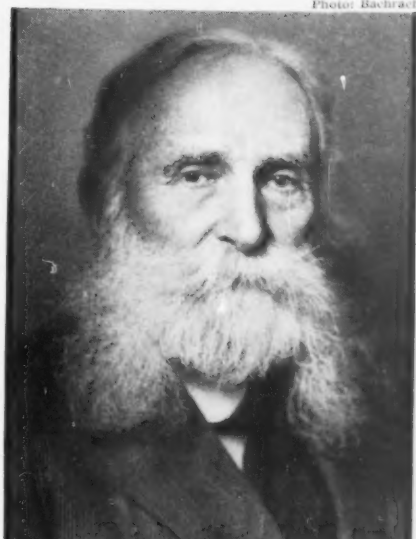


Photo: (second from bottom) Blank & Stoller

The Race to Nowhere

By Lee Davidson

A "slingshot pickup" at full speed in a hectic "jam" isn't easy, but it means a flying start for the rested rider.

TO A "BIKE" FAN, there are just two kinds of people: those who sniff at six-day bicycle races and those who go and sit there for a week.

Those who sniff do so, say the nonsniffers, because they have never seen a six-day race. Sniffers think it must be boring to sit and watch men on wheels go round and round and round a wooden bowl—for six days! A six-day race to them suggests dance marathons, walkathons, flagpole sittings, and other public exhibitions in which human beings try to do something dull longer than anybody else can.

But the bike fans are avid about their sport because—well, they don't ever quite believe it. Even seeing isn't really believing, when men pedal at breakneck speed lap after lap for 12 out of the 24 hours for six days in a row. But just that is what the six-day riders do, and the fans sit and gape and gasp and admire.

They admire the stamina, the sheer physical pluck of the riders hunched over their handlebars as their steel-sinewed legs grind off mile after mile. At their fastest, these men do 40 miles an hour and often they are rolling around at 30 or 35. In the six days the two-man teams will cover between 2,500 and 2,600 miles—which is approximately the distance from San Francisco to Detroit,

or from Berlin to Paris nearly four times. But the six-day riders always finish at the point from which they start, for theirs is the race to nowhere.

One member of a team must be on the track at all times, and it is the team with the highest mileage that wins. Mileage is figured by laps, but if two or more leading teams tie, the winner is determined by points gained during "sprints." These come at four or five stated intervals during the afternoon and evening, and it is sprints that send the quivers up and down the spines of the fans.

Riders pedal like demons, centrifugal force enabling their machines to stick to the steeply banked tracks though they are perilously close to horizontal. The crowds cheer like mad. The race becomes a giddy whirl,



Photo: International News

until before the sprint is over few but the judges have kept track of laps lost or won. It is in the sprints that jams, spills, and collisions happen oftenest.

The legend is, and it may have a basis in fact, that bike riders take the severest punishment of all athletes. Boxers who have their ears caulflowered and their profiles puréed, hockey players who are kicked in the ribs and bashed on the head, he who gets slapped at wrestling—all these are softies, runs the legend, compared to the bike boys, who don't merely flirt with trouble, but seem to want to marry the girl. And when they are hurt, they simply leave the track, get taped up, then come back to finish the race.

That legend may be—well, a mite overdone. But there's no point in saying that six-day racing as a game is in the class of table tennis. Which, undoubtedly, is one reason the sport draws the crowds. Put the chap with anemia, low blood pressure, flabby muscles, sinus trouble, and weak eyes into a comfortable seat in a sports arena where the six-day bikers are burning up the track. What happens? Our old psychological friend Mr. Vicarious Experience goes into action. Our timorous youth sees his hard-muscled, leather-lunged human brothers plunging around the course with nerveless indifference to everything but speed, and in a rapt emotional moment he identifies himself with them. *He* is out there, plunging, panting, straining.

But the game isn't just a matter of muscular endurance and physical courage. A man can show courage in a dentist's chair, but few would bracket that sort of thing under sports. It is the *skill* of the six-day riders that gives their courage point. When in a sprint 20 or 30 men are tearing around the track in a thick, flashing smear of men and machines, it takes skill to avoid disaster. The wonder of it is that so few accidents happen. Flying as close together as a flock of startled pigeons, bunched on the steep sides of the track—well, the whole thing looks impossible. It *is* for anybody except a few dozen men in the world.

Alfred Letourner, stocky Frenchman and always Number 3 in the scarlet sweater, is perhaps the prettiest rider the sport has developed. He is good-looking, earnest, and when he steps out "to jam," everybody, riders and fans, gets excited. Jamming comes in the sprints with the entire field at top speed, each man trying to steal a lap or to keep a rival from taking one from him. Spectators are never quite sure when jamming will start, and that is why they sit there so eagerly hour after hour.

Letourner seems to take impossible chances. He weaves in and out of the pack (it's always "the pack" in bike-race parlance), seeing openings where there are none, cutting through a solid wall of men and machines like an X ray piercing through a woolen muffler. He must be an uncanny judge of inches. A hundred times a day he greases it through with no hairline of space to spare, and he seldom spills. But when he does—well, he gets back into the rush with a grin.

Letourner met his masters last year, however: two German boys named Kilian and Vopel, who as a team "cleaned up" in 1936. Kilian is the fastest man on wheels at present. Like Nature, he abhors a vacuum and fills one up whenever he sees it. His partner, Vopel, is almost as fast and only a little less daring. Rumor has it that they may have to be separated for competition's sake.

THERE is also one "Torchy" Peden who is to be watched. Torchy is a big, red-headed, grinning Canadian whom the fans adore. He isn't so breathtaking as Letourner and the German boys, he does not skitter in and out of bike traffic quite so insouciantly, but he has the strength of a bull and big white legs that can ride rings around the average rider. It's a thrill to watch him when those legs start pumping.

Peden does not bother to rest much when real business is afoot. Most riders spend their brief rest period prone in their bunks, trainers kneading their stomachs and oiling their leg muscles. Peden just sits and grins and eats and talks. He isn't tired, you see, after days and nights of incessant pedalling—not tired enough to lie



Photo: International News

A nasty spill, but to Canadian Torchy Peden it's just part of a game that holds spectators hour upon hour.



Photos: International News

(Above) Reggie McNamara, king of the tracks for years.
(Right) When France's Letourner steps out, there's action!

down and be fussed over by a handler. Peden seldom gets hurt. No man is too tough not to be hurt if he cracks down on a wooden track, but some men are too smart to crack down very hard or very often. Peden is of that kind.

One of the surprises of a six-day race is the freshness of the riders as they proceed through the week. They are not on view to the public from early morning, about 5 o'clock, until early afternoon; this is their real rest period, each man getting about four hours of continuous sleep while his partner holds the track. But they are to be seen all afternoon (until 5) and all night, and they invariably look as spry as they did when the pistol cracked the opening night. Even at the last hour of the race, when they are doing some of the hardest riding, they look fresh.

This last hour is one of continuous sprints when points are piled up—points which will decide the race if no team has a lap lead. But it doesn't seem to bother the riders, this final hour of the 144 hours. They come out of their bunks with calm eyes and smoothly shaved jowls, mount their bicycles, and go to work—that's all. Any book-keeper starting for the office after an evening movie and eight hours' sleep looks infinitely more seedy than a bike rider does at any time during a race.

When the last lap has been ridden and the race is done, one might expect to see contestants fall into their bunks, the thing done, yes, but not another yard if it were for

their lives. Not at all. They walk off the track as if they were going to a ball game. Indeed, in Chicago not long ago, Duelberg, a German rider, and Letourner had apparently not had enough exercise at the end of six days, so they put on a two-man motor-paced race—paced at between 40 and 50 miles an hour! This was just for fun, it is to be understood. Incidentally, the program always announces gleefully that the average weight of the riders increases during the six days. This proves, no doubt, that it is child's play, after all.

The hard riding, the jamming, is not continuous by any means, and this is the place to admit gladly that these lulls have their reward, too: the fans can now watch the riders instead of the riding.



At these times, one rider from each team will be on the track mooning along as tame as a tabby; his partner will be in his bunk, which is inside the track facing the audience. Bunks are like single Pullman berths complete with mattress, pillow, blanket (no sheet or pillowcase—too effete!), and a green draw curtain which is left hospitably open.

Here the heroes sleep, eat, gaze at tabloids, read fan mail without change of expression, shave, autograph programs—all these glorious exploits in full public view. There seems to be an absorbing fascination about watching bike riders perform their domestic intimacies in their little pine bunks. Perhaps it is the strangeness of the idea that men can live fully and comfortably for six days and six nights on a messy little mattress, perhaps it's merely the snooping instinct, perhaps it's hero worship.

The men on the track are observed during these lulls, too, not as speed demons, but as flesh and blood. Debaets, the Belgian veteran, has a clown act including a phony black mustache, which makes everybody snicker. Rivals are now pals, riding arm in arm, huddled in a talkfest. Fans are busy inspecting chests, legs, shoulders.

They like to puzzle over the men's asides in foreign languages, for six-day biking is as international as the Davis Cup matches in tennis. No doubt this is because it has grown out of outdoor cross-country bicycle races popular throughout Europe but hardly known in America. Outdoor racing brings out an annual crop of sturdy young amateurs, some of whom graduate into professional ranks and seek fame and fortune on the wooden tracks to be found in most of the large cities of the world. If they are on a first-rate team, they may share in from \$25,000 to \$50,000 a year from prizes and commercial endorsements. A winning team can make as much as \$7,500 in a big race. Famous riders get bonuses every day they ride, win or lose, often \$500 to \$750 a day. Lesser lights augment their income by outdoor racing in the Summer.

WINTER is the season for six-day races, and it is almost upon us. Here are some names, in addition to those mentioned, you'll see in the sports-page headlines: Brocardo, an Italian; a Kenosha, Wisconsin, boy named Bobby Thomas; Eddie Testa, of Los Angeles, California; Jimmy Walthour, whose uncle, Bobby Walthour, was the bike hero of the '90s; and, for sentiment's sake, Franco Georgetti, who is still a winner as he pumps his legs and wags his head around the track with great ferocity. Norman Hill, of San Jose, California, and Jules Audy, tiny, young, blond, and Canadian, are the ones the ladies die for. But the eye must never be taken off Kilian and Vopel. They can steal a lap while you're winking.

You may now be one of those who sniff, but see any of these boys in action and you'll shift to the fan group. And don't be surprised if, on your first night, you drift with the others down to the bunks to see, to hear, to admire. If, perchance, there you see a dark, hack-faced, shy-looking man loafing about, you should be thrilled.

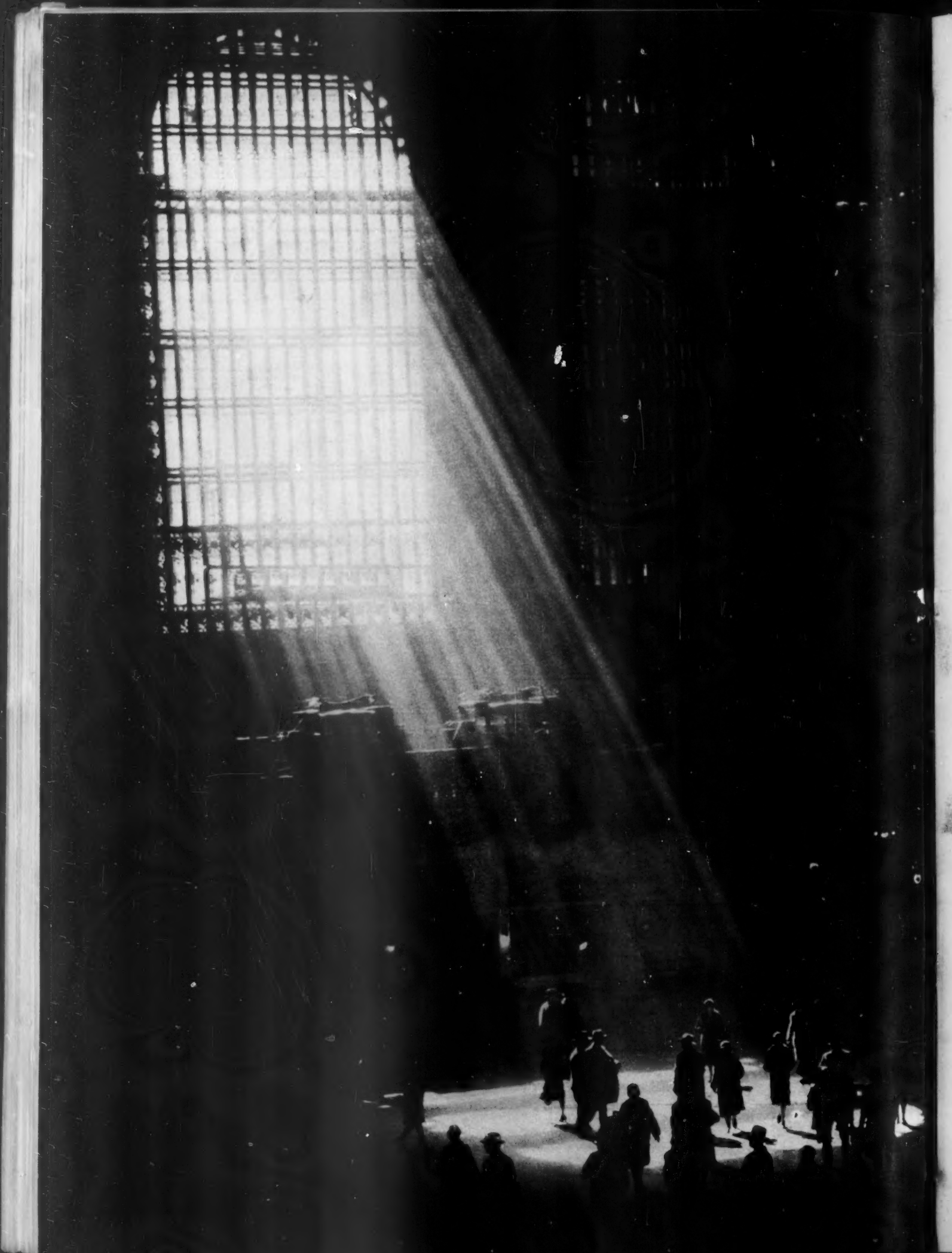
Photos: (below and top right) International News; (right) Pictures, Inc.



(Top) Winners on wheels—Kilian and Vopel, young German team now making bike history.

(Above) Boundary lines disappear when 171 cyclists race from Paris to Brussels, Belgium.

(Left) Racing isn't all work and no play when Debaets, the Belgian veteran, clowns a bit.



Business on a Musical Scale

By **Doron K. Antrim**

Editor of The Metronome

IF ALL PLACES, a bank would seem to be the least likely to "hobnob" with any of the arts—say, music. A bank has always seemed to me to be a bit aloof, austere, and about as pleasant a place to linger in as a mausoleum. I, at least, want to get in and out as quickly as possible—but there's the rub. In a city bank, especially in a place like New York, you usually find a line waiting when you want a bit of cash, and I detest lines in proportion to their length. By the time you reach the teller's window, you are ready to commit mayhem.

Just the other day I was in a hurry to get out of the city for the week-end and needed some cash. Rushing over to the bank, I found long queues at every window. Choosing the line that seemed the shortest, I edged in, vowing I would hunt up an uninhabited island in the South Pacific where the only banks are sandbanks.

Then suddenly, without any preliminaries, my maniacal thoughts were arrested by—believe it or not—music, soft and subdued. I have heard music in queer places, but never before in a bank. An orchestra was playing a Jerome Kern selection. I looked around with some of the other customers for sight of the musicians, thinking it might be a special occasion, like an anniversary. None were in evidence; business went on as always. The music seemed to be coming from above and it was like manna to my jittery nerves. The selection was followed by another, a livelier one. This kept up at intervals, and I was through with my business, seemingly, in less time than formerly and in a decidedly better state of mind.

On edge with curiosity, some days later I asked a teller about this admixture of money and music. Can it be, I asked myself, that banks are beginning to consort with the heavenly muse?

"It's just something a little extra we are offering to our customers," he laughed. "The music is piped in over telephone wires from a central studio and heard through amplifiers. Selections range from popular to classical and they're all serenade-like and subdued; you can take 'em or leave 'em. So far we have found it particularly effective during rush hours, making waiting less tiresome [a point I readily conceded]. A number of people have commented on it," he concluded, with a smile, "and they seem to like it."

Looking further into these strange goings-on, I found other banks here and there that were trying out the idea.

Light and music welcome early Christmas shoppers arriving in New York's Grand Central Station.

One in Chicago was having an electric organ played during peak hours.

But here's one for the record. During the de-

Reporting on 'something new' in commerce—'mood conditioners' to ease the customer or to put him in a buying frame of mind.

pression when banks were subject to close without notice, a savings and trust company in Davenport, Iowa, was the scene of a unique experiment. After one bank suspension in the city, panic-stricken depositors started a run on this depository which might easily have resulted in another bank closing its doors. Realizing that something had to be done and that soon, the president engaged a jazz band and installed it on the mezzanine floor to entertain customers while they clamored for their money. This entertainment, coupled with frequent announcements as to the soundness of the institution, soon routed the last of the doubting depositors and by noon of the third day, the run had ceased.

However, still piqued with curiosity and idly wondering whether music had permeated any of the marts of trade, I probed around and found still more surprises. Now, a grocery store with its array of breakfast foods, bananas, and bath soaps seems less likely to be addicted to art than any other shopping center, even a bank.

AND yet 50 chain stores in the Bronx in New York City recently installed this telephone music service during a series of sales. Special programs were presented, coupled with announcements of the featured sale items. One can readily conceive of a Sousa march or a "swing" piece being used to stimulate the sale of a breakfast food which seeks to engender "vim and vitality." Selections for the most part were lively and animated.

Now the effect of all this was something of a lure to trade. It was so unusual for people to hear music emanating from a grocery store that they wandered in to see whether it might be the birthday of the founding fathers or something. Once in, they looked over the special-sale items and perhaps found something they could use.

In a men's clothing store in midtown New York, I asked the manager what effect, if any, the music being piped in was having on the cash customers. "Well," he said, "it puts them in a little better buying mood." Then he told me of a man who came in recently accompanied by his wife, the occasion being the purchase of a suit for hubby. Innumerable garments were hauled out, but none seemed satisfactory. The wife would voice sundry objections to a suit the husband liked. Just about the time when relations were so strained that a sale looked hopeless, wifey's attention was caught by one of the musical numbers being played.

"Listen, John, that's my favorite tune," she said, re-

laxing. "Don't you love it? It makes me want to dance."

That piece seemed to break the jinx, and it wasn't long before hubby had a suit that passed inspection.

In places where music is a distinct novelty, as in auto salesrooms, drugstores, railroad stations, beauty shops, and, of course, any number of department stores and restaurants, I found a growing tendency to add music as a service to customers and as a subtle accessory to salesmanship.

INE busy day last December, crowds that jammed Grand Central Station in New York were treated to Christmas carols that appeared to come from nowhere out of the high vaulted spaces. Waiting for trains is a source of annoyance to most people, especially when jostled about by holiday and shopping crowds. However, sprinkling yuletide cheer over the heads of the home-going throngs appeared to give them a friendly feeling about it all. Crowding was reduced and waiting made less interminable.

In a ladies' lingerie shop, I found music working its charms and the same subtle and salutary effect was commented upon, its usefulness being stressed when there were not enough clerks to go around, necessitating waiting. As an antidote for delay, this new technique seems to be doing its most effective work. A beauty-shop manager told me that the customers prefer music with their permanents and facials and that operators work better.

In Detroit there's a dentist who puts earphones connected with a phonograph on his patients while he works, the music acting as a sort of anesthetic to pain. A mind diverted with a favorite tune is better than one centered on a drill that feels as though it were headed into your brain. This dentist has an assorted library of records. He first consults his patient's preferences in tunes and then plays them.

But here's one that should stump you. At Cypress Hills, New York, there is a swimming pool where music is played—under water. Swimmers have to dive under to hear it at all. Water is an excellent conductor of sound, but a special apparatus is needed to actuate the wild waves with musical impulses. Swimming under is a favorite sport in this pool.

In a downtown barber shop catering to artists, professors, and professional men, I was treated to what the proprietor called a "harmonious haircut." The proprietor had telephone music service and claimed it had increased his gross income 15 percent. As he deftly snipped my locks, this tonsorial artist said, "My customers here are high class and they want most of all to sink into this chair and relax. Talking is 'out.' It annoys them." I was reminded of the story of General Grant, who, when asked what kind of a shave he would have, replied, "A silent shave." That, of course, was before the days of applied art.

"I figured that the right kind of music would help them relax even more," continued my mentor with scissors poised, "and it does. Why, most of them go

right off to sleep." I had to admit that the "harmonious haircut" had its points.

There seems to be a new technique aborning in the use of music as an adjunct of business. One of the executives of this wired service, "Muzak," as it is trade-named, explained it to me. "Music as ballyhoo for trade is as old as the medicine show," he said, "the idea being to lure your crowd first with entertainment and then 'hook' them. We do not use that approach. Music purely for entertainment demands attention and belongs on the stage or in the home, but definitely not in business. It is an end in itself and distracts people from buying. What we concentrate on is background music—soft, subdued, and unobtrusive, the kind that never competes for a customer's attention. The music takes its place with the color scheme, appointments, lighting, and fixtures of the establishment. It blends with the entire ensemble and helps put the customer in the right mood."

I find that department stores all over the United States are using the new wired service, phonograph pick-up with amplifiers scattered throughout the store, carollers, choirs, organ music, even bands. Last December they "mood conditioned" one of the greatest buying crowds they have had in years.

Of course, it is an old and well-known story in department stores. John Wanamaker was the pioneer in disassociating music from the realm of the aesthetic and bringing it into business. And he was roundly criticized for his early attempts. Wanamaker's first essay at art was to clear out the piano salesrooms of the New York store and engage Richard Strauss and his orchestra to give free concerts. The place was mobbed and the critics came out in full cry that Wanamaker was commercializing and debasing art. But Wanamaker canily contracted for other noted artists to appear.

AT THE St. Louis Exposition in 1904 was displayed the largest pipe organ in the world. Wanamaker heard it, was duly impressed, and bought it for his Philadelphia store. Thirteen freight cars transported the dismantled organ to Philadelphia, where it was installed in the grand court of the store. Twice-daily concerts have been given on it ever since. Eminent organists such as Dupré, Courboin, Palmer Christian, have given recitals on this instrument and it has been heard with the Philadelphia Orchestra in concert.

On the occasion of a program rendered by an employee choir of 700 singers, Wanamaker stated his credo. "I am striving," he said, "to have you consider this as a center not wholly dedicated to business, but to music. We are not the mere automata of business. We are men and women reaching out hand in hand to make life easier, to make the world happier."

Other department stores followed the lead and now most of them have some form of music. But music for entertainment chiefly. The new idea of music as a mood conditioner is just coming in. How far it will go no one can tell. But it seems to be on its way.

Great People Who Never Lived

By Robert M. Hyatt

SCATTERED over the world are monuments to men and women who never lived! They are monuments immortalizing a gallant host of heroes and heroines—the mythical people of mythical worlds whose orbits are the covers of books: our fiction folk!

These folk, the knights and ladies of fiction and legend, are the people we remember best and love most, not the Caesars and Charlemagnes and Gladstones, who have been sculpted a hundred times over and have had volumes of history devoted to them. If you doubt this, ask the first man you meet whom he knows better, Marc Antony or Sherlock Holmes. Ten to one he'll pick the dean of all sleuths—whose memory soon is to be honored by Londoners with a monument.

Two statues to mythical persons already stand in London. One is of *Green Mansions* fame. The other is of J. M. Barrie's Peter Pan. It stands in Kensington Gardens—and a copy of it now adorns Perth, Australia, the gift of the local Rotary Club.

France is more plentifully supplied with monuments to myths than any other country. Long ago, the citizens of Les Saintes-Maries set up in their square a marble commemorating Minstrel's Mireille. In the Jardin des Plantes, in Paris, stands St. Pierre's Paul and Virginia; while in the famed Tuileries is Puss in Boots. To the south, in Auch, France, is the life-size monument to The Three Musketeers, which also honors Dumas.

The Scandinavian countries gave to the world many talented novelists and many far-famed fiction characters. As children, we all remember the exciting tales told by Hans Christian Andersen, the Danish poet and fictioneer. His *Little Mermaid* is one of the best remembered and she stands, life-size, on a street corner in Copenhagen.

Does the name Johann Zsokke mean anything to you? Hardly. But that of William Tell, the archer of Bürglen, immediately awakens old memories. We all know the story of how he was compelled, by the evil bailiff, Herman Gessler, to shoot an apple off his little son's head; and how, later on, this mighty bowman planted an arrow in the treacherous heart of Gessler.

In a little village of Switzerland, William Tell stands, clutching his loyal bow. Cold in stone, this lovable character remains warm in our hearts to this day.

If you were to pass through Munich, Germany, and ask to be shown the town's most treasured possession, you would straightway be led to the stone statue of Little Red Riding Hood and the bad, bad wolf.

And don't overlook Don Quixote. About a hundred



Memorialized in stone at Auch in France is: D'Artagnan, of *Three Musketeers* fame.

Photo: (left) Wide World

(Below) This figure in marble in London, England, commemorates the flight of David Copperfield to Dover.



Photo: (left) Wide World



(Above) So universal is the appeal of J. M. Barrie's Peter Pan, elfish "friend of all children," that statues of him adorn Kensington Gardens in London and a park in the city of Perth, Australia.



Photo: (above) Frasers

Hannibal, Missouri, has as its tribute to people who have never lived this memorial to Tom Sawyer and Huck Finn.

Photo: (below) Wide World



Photo: (left) Acme

On the Cherokee Strip, Oklahoma: Bryant Baker's sculptural conception of The Pioneer Mother, character in over a hundred novels.



To the children of the world has been dedicated this granite statue of Santa Claus, at the highest point in a town of the same name in Indiana.

years after C. Columbus proved the world wasn't flat, that *quixotic* character came into being. Brain child of the prolific Señor Cervantes, the good Don's delightful humor and extraordinary travels soon had the universe chuckling—and feudal knighthood on the run. Today, although Cervantes has long since departed, his great character, Don Quixote, lives on in the hearts of millions, a beloved rogue who fought windmills when he couldn't find other contestants for a joust. His figure along with that of Sancho Panza from a lofty pedestal overlooks a

Madrid plaza—or did, according to the latest advices.

But now to turn to the New World. In Lakewood Cemetery, in Cooperstown, New York, there stands a monument to James Fenimore Cooper, surmounted by a figure of Natty Bumppo of *Leatherstocking Tales* fame. Surely you remember Natty Bumppo and Long Tom Coffin. They roamed—in Cooper's mind—among the near-by wild forest-clad hills and dark ravines. Cooper, incidentally, was the first American novelist to become well known in Europe. His *The Red Rover*, *The Last of the Mohicans*, and *Leatherstocking Tales* have been read as eagerly in the Old World as in the New.

Few of us have not read—and still are reading—the works of Charles Dickens. In Clarence Clark Park in West Philadelphia stands a statue of Dickens, seated, and beside him beloved Little Nell of *Old Curiosity Shop*. It is a bronze by F. Edwin Elwell, American artist, and is the first statue of Dickens, erected in 1901.

One of the oldest American monuments to myths is the statue of Tam O' Shanter, one of a group of four figures in red sandstone, cut by the Scotch sculptor James Thom, before 1837. It was erected in Philadelphia's Fairmount Park, November 10, 1877.

Although America must be content with fewer great legendary characters than Europe boasts, she is the proud possessor of the world's only statue of Santa Claus!

Set upon the highest point of Santa Claus Park, in the Indiana town of that name, he stands in immobile granite. Twenty-two feet high, this monument weighs over 40 tons. The base is in the shape of the Star of Bethlehem, with its principal point showing the way East to the land of the Christmas legend. This heroic-sized statue was sculptured by Carl A. Barrett, Ralph Fletcher Seymour, and Ruby Leo. It was dedicated to the children of the world on Christmas Day in 1935.

Perhaps the strangest statue of all, however, is the one of Andrew Gump, who wears no man's collar, the cartoon creation of the late Sidney Smith. This monument, in concrete, is to be seen at Lake Geneva, Wisconsin.

But back to *Americana Literaria*! Best known of New World brain children is Hiawatha, the character in Longfellow's epic poem. We have thrilled with him to the dangers of the chase, paddled swiftly with him down the broad bosom of the "shining big sea water," and sat rigid in fear at the dreadful tales told by his aged grandmother, Nakomis. This legendary Indian youth and the winsome Minnehaha have also been immortalized in bronze in the city of Minneapolis.

Some 25 years ago the school children of Minnesota, prompted by that strange love for the unreal which we all have, began donating their pennies for the purchase of a statue to commemorate these two beloved characters. In 1911, the bronze, by Fjelde, was erected on a small island a short distance above Minnehaha Falls in Minnehaha Park near the Mississippi River.

A few hundred miles down this great river lies Hannibal, Missouri, the early home of Mark Twain. When we think of Mark Twain, we immediately visualize

Huckleberry Finn and Tom Sawyer, names that quicken the pulses, that conjure up sweet boyhood memories.

On down the majestic Father of Waters we go to St. Martinville, Louisiana, the quaint old French town where the outraged Acadians landed in 1765. This ancient town, shrouded in its massive oaks, is laden with tradition—a veritable slice of fairyland. It was here that poor Evangeline (Emmaline Labiche) met her faithful Gabriel (Louis Arcebeaux), and one of America's finest love stories was enacted. Longfellow immortalized the story and characters in his well-remembered poem. And later, the citizens of St. Martinville erected a bronze statue to the sweet Evangeline. (There is also a statue to Evangeline in Memorial Park, Grand Pré, Nova Scotia.)

NOW, turn west. This region has fewer monuments to fiction characters than other sections, but two are noteworthy. One is Robert Eggleston's *Circuit Rider*, a beautiful bronze figure that stands in Salem, Oregon. It is a \$35,000 gift to the State of R. A. Booth, of Eugene, and the work of A. Phimister Proctor. On the Cherokee Strip, Oklahoma, you'll find the other—an idealized figure of The Pioneer Mother. Many distinguished sculptors vied for the honor of providing their conception of this character who appears in a hundred novels.

Readers who will be in San Francisco, California—for the Convention of Rotary International, next June, or for whatever reason—should search out the Bohemian Club Building. On its wall is a bronze plaque honoring Bret Harte. It also pictures in bas-relief at least a dozen of his colorful characters, arranged in two short processions beginning at either end and facing toward the center. The artist was J. J. Mora.

And these are all the statues of great people who never lived of which we have any knowledge. Undoubtedly, as the years pass, other famous figures of fiction will be honored in bronze and marble. For men the world over are all a lot of sentimental old softies at heart, who love their fairy tales better than their actual heroes. They've all died in fact and almost in fancy, but our great folk who never lived live on and on and on.

In Louisiana at St. Martinville is found this statue of the Maid of Grand Pré, Longfellow's immortal Evangeline.



Photo: (above) Wide World

In Minnehaha Park, Minneapolis, Minnesota, stands this statue of Hiawatha and his beloved Minnehaha.



(Below) Memorial to Bret Harte in bas-relief on the wall of the Bohemian Club Building in San Francisco. The figures shown in the plaque represent characters from his many stories.



Photos: (left, above) Minneapolis Civic & Commerce Assn.; (below) Rotarian Gabriel Moulton

The ROTARIAN

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THE Objects of Rotary are to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

(1) The development of acquaintance as an opportunity for service.

(2) High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying by each Rotarian of his occupation as an opportunity to serve society.

(3) The application of the ideal of service by every Rotarian to his personal, business, and community life.

(4) The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional men united in the ideal of service.

Editorial Comment

News Is Made

ROTARIANS OF EIGHT Republics of South America, as well as Cuba, have within recent weeks listened to Maurice Duperrey, President of Rotary International, address them in their own tongues. And, as these lines are written, President and Mme. Duperrey are packing bags for a continuation of their tour that will take them to several cities of the United States and Canada before they return to their home in Paris, France.

Newspapers and radio stations of the two New World continents have been liberal in space and time. A public figure who with no hesitation can shift linguistic gears from Spanish to Portuguese to English, and three or four other languages, is by any measure newsworthy. But the press and the radio have also sensed the deeper import of this Presidential Tour, for wherever the Duperreys have journeyed they have left in their wake a new appreciation for the Rotary technique of advancing goodwill and understanding through *personal* acquaintance, friendship, and understanding.

A Club Is Reborn

VENEZUELA for several years has been the only country in South America without a Rotary Club. About a decade ago one was established in the capital city, Caracas. Due to a misunderstanding of its purpose, it waned, finally altogether disappearing. But in other Ibero-American Republics, Rotary had meanwhile taken deep root and was flourishing.

During the Chaco War, Rotarians of both Paraguay and Bolivia cooperated in looking after prisoners. Indeed, there is evidence that cessation of hostilities may have resulted from a suggestion emanating from Rotarians. When tension existed between Uruguay and the Argentine, Rotarians bent their influence toward wiping out the cause of misunderstanding and, as a symbol of their goodwill, exchanged sons during vacation periods.

President Duperrey himself witnessed the heaven at

work on the borderline separating Chile and Peru. There Rotarians of Arica and Tacna affixed a plate to a monument, named Concordia (see page 49), which carries the Spanish equivalent of these words:

*So long as the sun will shine,
so long as there will be a star to guide us,
friendship will endure between Chile and Peru.*

With Rotary and Rotarians of South America identified with such activities, it was but natural that business and professional men of Caracas should seek a rebirth of Rotary in their city. They were successful, and not entirely by coincidence was it that President Duperrey was present for the christening.

We have it on the good authority of Meredith Nicholson, United States Minister to Venezuela, distinguished novelist, and an "alumnus" member of the Rotary Club of Indianapolis, Indiana, that the affair went off with *éclat*. Someone had exhumed the cogged-wheel bell of the defunct Club, thus providing a link between the new and the old. At a luncheon held in the Country Club of Caracas, with the president of the University of Caracas presiding, the new Rotary Club was formally announced. Dr. Novak, Minister to Venezuela from Czechoslovakia and a former member of the Rotary Club of Prague, read the documents in the case. Other diplomats and distinguished citizens representing the commercial and professional life of the city were present, lending an impressiveness to the occasion that can but augur well for this newest member in South America of the Rotary family.

Forward... Like an Elephant

COMPARISONS are forever invidious, but none will dispute that one of the highlights of the Presidential Tour was the visit of the Duperreys at Washington, D. C. It provided President Duperrey with an audience with President Franklin D. Roosevelt, an honorary member of the Rotary Club of Albany, New York, and coincided with the quarter-century anniversary celebration of the

Washington Rotary Club and its forum on international affairs.

The latter event, which takes its place as one of the Rotary-sponsored Institutes of International Understanding, was especially notable. An attentive audience filled Memorial Continental Hall, as Secretary of Commerce Daniel C. Roper and other distinguished speakers discussed devices of modern society to advance friendly relations among nations.

President Duperrey elucidated Rotary's rôle. Disarming skeptics by candor and reason, he pointed out that: "Obviously, Rotary cannot pretend to develop and achieve . . . a program like that which devolves upon the League of Nations and its affiliated organizations, such as, since I have mentioned this point, the Organization for Intellectual Coöperation. As a result of their official status, these organizations are better qualified to take resolutions which are of the province of the Governments themselves. Moreover, it should be noted that these resolutions are often too abstract, too academic in their nature, and thus would not be compatible with the work of Rotary, which must have a more practical and objective purpose."

Then, with his fine gift for imagery, President Duperrey added that "Rotary must go forward much in the manner of the elephant which puts down his fourth foot only after he has made sure that the other three are secure." Referring to the exchange-of-youth movement, described elsewhere in this issue, he cited it, the *Petits Comités* (intercountry committees), and other efforts to promote understanding among individuals as "the only sure way to avoid disappointment" in the realization of Rotary's Fourth Object.

An Idea Catches On

PERHAPS you've noticed. Several readers have—and in letters have commented that this magazine seems to be trying to make Rotary an understandable, a *real* thing for Rotarians who:

- Being busy men, like articles brief, with main points summed up or emphasized by pertinent illustrations;
- Being alert citizens, welcome authoritative interpretation of what's behind current headlines;
- Being fair-minded, are glad to test their own views against statements on both sides of issues in personal, social, economic, international affairs;
- Being themselves men of opinion, don't like to be preached at.

To such specifications—and many another—THE ROTARIAN, *your* magazine, is being fashioned month after month. It does seek to interpret Rotary simply, pleasingly, forcefully. It does endeavor to keep its eye on the ball—in this case, the ball being the Rotarian as he is and not as an editor in a swivel-chair might want him to be.

All of which, if true, said Past District Governor Ray Myers at the 1936 International Assembly, ought to

make THE ROTARIAN a useful device in acquainting non-Rotarians—especially young men and women—with Rotary. The idea was not a new one, but it quickly caught on.

Today, more than 4,000 schools, public libraries, hospitals, club reading rooms—even jails—and more than 2,500 honorary Rotarians receive THE ROTARIAN through the courtesy of Rotary Clubs or interested individual Rotarians.

The Rotary Club of Sturgis (population 2,000), South Dakota, seems to have set the pace, for small Clubs, at least. As an extension and Club-Community-Vocational-International Service project, it not only sends THE ROTARIAN to local schools, but also to those of seven neighboring towns in which there are no Rotary Clubs.

Teachers report that the magazine is heavily thumbed each month by students searching for material for classroom papers and talks. And club women as well as Rotarians, say public librarians, are finding it useful in preparing speeches.

"But the nice thing about it all," writes one Rotary Club officer, "is that sending 'our magazine' (or its Spanish edition, REVISTA ROTARIA) to libraries, schools, reading rooms, honorary Rotarians, etc., is a definite Community-Service activity that any Club can undertake without a great strain on its budget."

Where Oldsters 'Commence'

RARE is the Rotarian today who isn't helping or watching a son or daughter or nephew or friend win an academic degree, be it a B.A., an M.A., or one of the D. variations. Rarer is the Rotarian still gathering such degrees for himself.

But in the Rotary Club of Minneapolis, Minnesota, not so long ago, 42 candidates were awarded "The Bachelor's Degree of Distinguished Oldsters in Rotary." They had attended "this institution of learning" for 25 years—"at least regularly enough to avoid being expelled."

But here was a commencement with a difference. "Usually," said the orator of the day, "graduates relieve their alma mater by leaving it. Not so with this class. Rotary is not to be rid of them, for they plan to keep on attending as candidates for the master's degree, an honor which is reserved, or should be reserved, for those Rotarians who have served for 50 years—a sort of golden degree."

While the "B.D.D.O.R." is purely an imaginary degree—Minneapolis Rotarians simply borrowed a page from the book of university procedure to make an interesting meeting—it shows this: while other Clubs may wonder with a shrug just how long some of their oldsters are going to "hang around," the Minneapolis Rotary Club wants them to stay, and wants to use them, for life. It but remains to be noted that the idea is not patented, that Minneapolis Rotarians would raise no objection to any Rotary Club taking it over in whole or in part.



Jim Bridger, adventurer and "Baron Munchausen" of the untamed West.



Photo: Korth

Dried, ground, and baked, thistles served as bread for Western Indians and settlers. . . . Joseph, powerful chief of the Nez Percés, an Indian tribe in the Yellowstone region that waged unsuccessful warfare on the United States Government in 1877.



Miss Yellowstone of Perpetual Charm

By Gale Blosser

THE Indians were in awe of her. Their early accounts give her a mysterious and fearsome personality. Subterranean rumbles were attributed to the weapon-making activities of evil spirits, with geyser eruptions and other outward manifestations interpreted as clashes among them.

Early traders and trappers in the area did little to delineate her many-sided personality. Indeed, by exaggeration of already astonishing facts, they merely succeeded in strengthening older ideas. And, as each tale grew with repeated tellings, the Yellow Stone, or Burning Mountains district of America's great West, acquired another and equally misleading character trait, becoming a fantastic region akin to the Spaniards' Fountain of Youth in that it existed only in the mind of man. Or, was it more diabolical in character, more in keeping, perhaps, with the Indians' beliefs? Or, again, were these strange reports mere "harmless vaporings of minds to which truth had long been a stranger"?

Certain it is that basic facts were lacking in many of the wild accounts of the manner in which Yellowstone, untamed daughter of Nature, was behaving herself. Many years were to pass before she was understood. A *persona incognita*, indeed!

To one of the better known of the

early adventurers, James Bridger, is credited many of the tall tales which emanated from the region. Bridger was quixotic, a born romancer with an incredible imagination. Persistently he wooed the then reserved and aloof Yellowstone, seeking unsuccessfully to introduce her to a skeptical world.

One of Bridger's favorite tales concerned an icy spring he discovered near the top of a high mountain. Water from this spring, while flowing down a long, smooth slope, attained such speed as to be boiling hot by the time it reached the bottom! Then, too, there was the lake in which old Jim loved to fish. All he needed were his line and his appetite because the fish was cooked by the time he pulled it from the cool bottom waters through the overlying layer of hot water! In the light of our later knowledge of the hot-water features of the Park, it is easy to recognize the part played by hot springs in both these early accounts.

Obsidian Cliff, familiar to tourists in Yellowstone Park, furnished the basis for this one: it concerns an elk grazing peacefully in a meadow. Needing meat in camp, Bridger raised his gun and fired, but evidently missed completely. This was unusual indeed, according to him. Stranger still, the animal was not frightened in the least by the gun's report. Bridger moved closer and shot again,

with no success. Continued failure so enraged him that he rushed madly at the elk, intending to use his rifle as a club, when suddenly he crashed into a vertical wall of perfectly transparent glass. Not only was the elk quietly grazing on the other side, but also investigation showed the glass to have been acting as a telescopic lens, so that in reality the elk was 25 miles away!

No wonder that there were scoffers and that for 40 years a mantle of disbelief and mystery covered the geyser basins as completely as their own steaming vapors.

Today, Miss Yellowstone is still a natural dramatist, as clothed in her favorite costume of variegated yellow, she delights her annual audience of half a million with spectacular performances. Indeed, this dramatic side of her personality was strikingly displayed to the members of the first official exploring party in 1870.

Blundering unsuspectingly out of a pine forest, they chanced upon the unforgettable sight of Old Faithful Geyser in eruption. A gracefully billowing, spreading column of steam and water shooting upward 150 feet! Flying drops turned into transparent and shining jewels which anyone may see, but the like of which no man may call his own. The whole accompanied by the muted roar of escaping steam. Indeed, as one of the party reported, "It is the most lovely inanimate object in existence."

Hospitable as she is today with lodges, cabins, and good roads, Yellowstone was equally inhospitable to these new arrivals. For 37 days one member of the 1870 party wandered without food or

shelter until chance brought him succor. Nor was this all. The region had yet to experience the horrors of Indian warfare. Custer's Massacre was only a year old when hostile Indians, under the celebrated Chief Joseph, cut a wide swath across the Park, leaving distress and death in their wake.

According to Bridger, a medicine man of the Crows once placed a curse upon a mountain in the Park with such effect that all life became instantly petrified. Deer, elk, bear, fowl, sagebrush, and grass were thus preserved for posterity. Birds were rendered motionless in flight, spray from once-tumbling torrents remained forever suspended, while "the air floats with music and perfumes silicious and the sun and moon shine with petrified light!"

Is it possible through the mist and cloud of slight exaggeration to recognize a reference to the remarkable petrified forest at Tower Falls?

Geysers! Through this medium more than any other does Yellowstone express herself. They are everywhere in this steaming area, but for the most part are gathered in five or six basins. In three of the basins alone there are more than 40 of them accessible. However, an occasional plume of steam rising above the green of the forest indicates a solitary vent or spring. Their numbers become all the more remarkable when it is remembered that there are only two other places on earth where comparable activity may be seen. They are Iceland's Great Geyser and the Waimangu Geyser in New Zealand.

For the most generally applicable the-

ory as to the actual working mechanics of a geyser, we are indebted to Bunsen's observations in Iceland. The tube running from the vent at the surface downward toward the source of heat is visualized as being quite tortuous. With circulation thus impeded and the weight of the column of water standing in the tube acting to raise the boiling point, the whole column slowly becomes superheated—that is, it is kept in liquid state, although under ordinary conditions of pressure it would already have passed into steam. When no longer is there cool water to condense the steam formed at the source of heat, the steam accumulates until it lifts the whole column enough to spill water out at the surface. The pressure once relieved, part of the mass flashes into steam, expelling a vaporous

mixture with terrific force and, with a roar, announcing the release of pent-up emotions.

Geysers are in many ways like people. Their personalities are almost self-evident. Some bubble continuously, accomplishing nothing. However interesting or beautiful they may be, as geysers they are complete losses. On the other hand are those that take a long time to become aroused. Quietly and with little outward display, like Grand Geyser, they build toward a climax. The tourist may wait for hours before its 200-foot column is forthcoming.

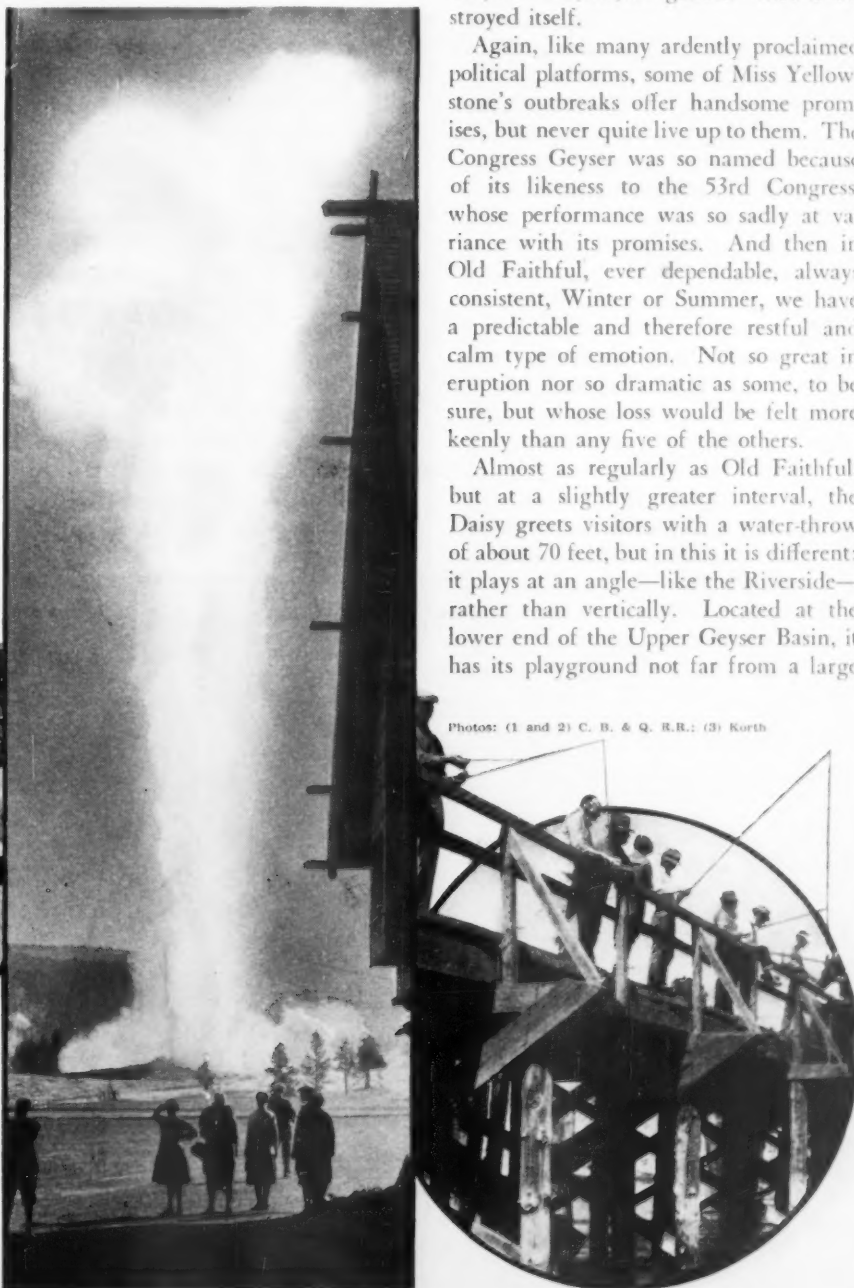
But for overwhelming tumultuous emotion, the Imperial Geyser is a classic example. It was active for only a year, but during this time it emitted such quantities of water in single eruptions—500,000 to 2,000,000 gallons—that it destroyed itself.

Again, like many ardently proclaimed political platforms, some of Miss Yellowstone's outbreaks offer handsome promises, but never quite live up to them. The Congress Geyser was so named because of its likeness to the 53rd Congress, whose performance was so sadly at variance with its promises. And then in Old Faithful, ever dependable, always consistent, Winter or Summer, we have a predictable and therefore restful and calm type of emotion. Not so great in eruption nor so dramatic as some, to be sure, but whose loss would be felt more keenly than any five of the others.

Almost as regularly as Old Faithful, but at a slightly greater interval, the Daisy greets visitors with a water-throw of about 70 feet, but in this it is different: it plays at an angle—like the Riverside—rather than vertically. Located at the lower end of the Upper Geyser Basin, it has its playground not far from a large



A brown holdup bear satisfies his sweet tooth. . . . Regular as clockwork, Old Faithful Geyser jets its column 150 feet high. . . . An angler's paradise is this fisherman's bridge over the winding Yellowstone river.



Photos: (1 and 2) C. B. & Q. I.R.R.; (3) Korth



Photo: C. & N. W. Ry.

Luring the visitor to Obsidian Cliff, the glass mountain, is this drive through the sun-flooded Golden Gate Canyon. One of the West's brilliant engineering feats, it starts at Gardiner, Montana, one of several entrances to the Park.

Jupiter Terrace, at Mammoth Hot Springs. Tinted and sculptured by ages of ever-bubbling giant hot springs, this vari-colored crystalline formation is still growing at the rate of one inch every 30 years.

conical-shaped white mound known as the White Pyramid, which was formerly an active geyser. The Daisy entertains its guests for about three minutes. Dependent, constant, beautiful, it is a flower in an unusual garden.

Mildly emotional is our lady in her displays of smaller magnitude, such as the Jewel, the Artemesia, and the Fitful. Although wonderful in themselves, these cannot be compared to the overwhelming performances characteristic of the larger and more complexly emotional types such as the Riverside, the Grand, and the Giantess. This latter group might well be compared to an army passing in review: at once it is the center of attention, profoundly thrilling all who behold; yet never failing to impart a tremendously effective sense of mighty forces held in check. Once started, there is no holding back.

The geysers do not, however, stand alone as provocative phenomena. Alum Creek, for example, is a short and very minor tributary of the winding Yellowstone River.

The astringent quality of this bit of water is said to be remarkable. Old-timers complained about the water contracting their horses' hoofs to mere points soon after the creek was forded. Later, when the stream was bridged, this difficulty disappeared only to give way to a far more serious one. In the early 1900's, the story goes, coach drivers and even some of the perennial tourists noticed that the roads throughout the Park were getting shorter! The trouble was finally traced to the water from Alum

Creek, which was used to lay the dust on the roads! Evidently the astringent quality of the water had not been overemphasized if it was strong enough to pucker distance itself. Needless to say, sprinkling the roads with this water was immediately discontinued. . . .

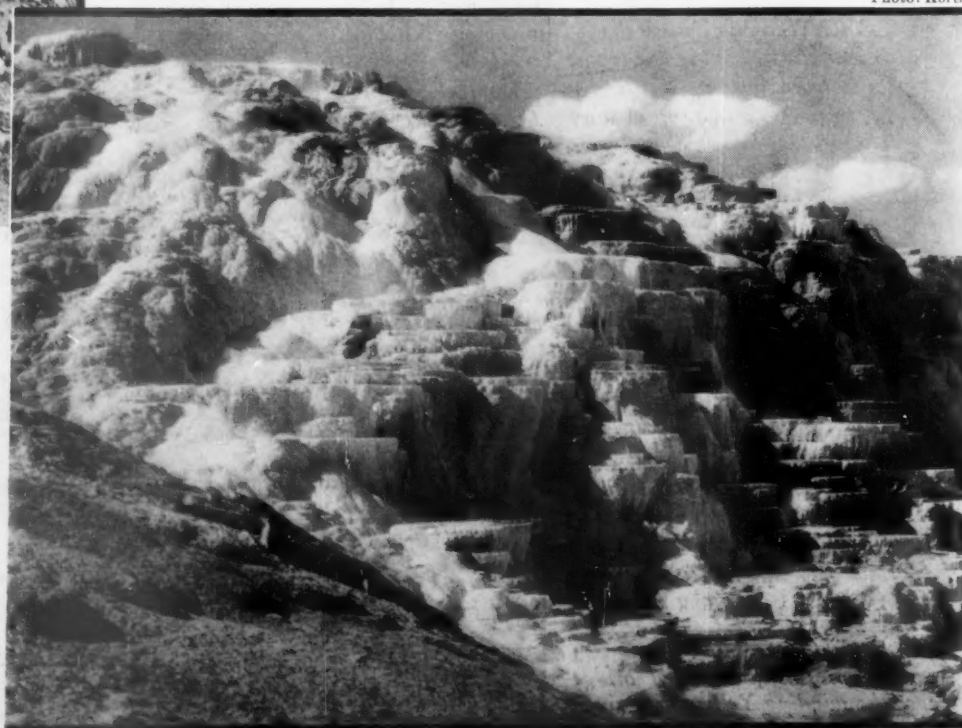
And so it goes. How like an old friend Yellowstone has become. With wise, inscrutable eyes she looks calmly upon the weary and tired-hearted who come cursed with jangled nerves. Softly the magic mantle of her solitudes enfolds you; the wonders of her waters lull you; the matchless drama of her geysers change you, and you become re-created.

Few there are who can come under her spell without being aware of something indeed distinctive in her personality. Every year thousands are entranced by what they find; the Rotarians who include a call on this delightful daughter of Nature, after or before the Rotary International Convention in San Francisco, California, next June, will be no exception.

Now that people know her better and more completely, old and hastily formed opinions have been revised or cast out. She is coming into her own as a place of greatly varied interest. The unique hot-water features vying with the scenery and animal life; the majesty of the Falls and the Grand Canyon of the Yellowstone with the quiet peace of the back country. A fisherman's paradise; or is it preëminently a horseman's?

Whatever your viewpoint may be, here within 3,350 square miles is the answer to the lady's multiple personality.

Photo: Korth



Our 'Pickaninny' Christmas Party

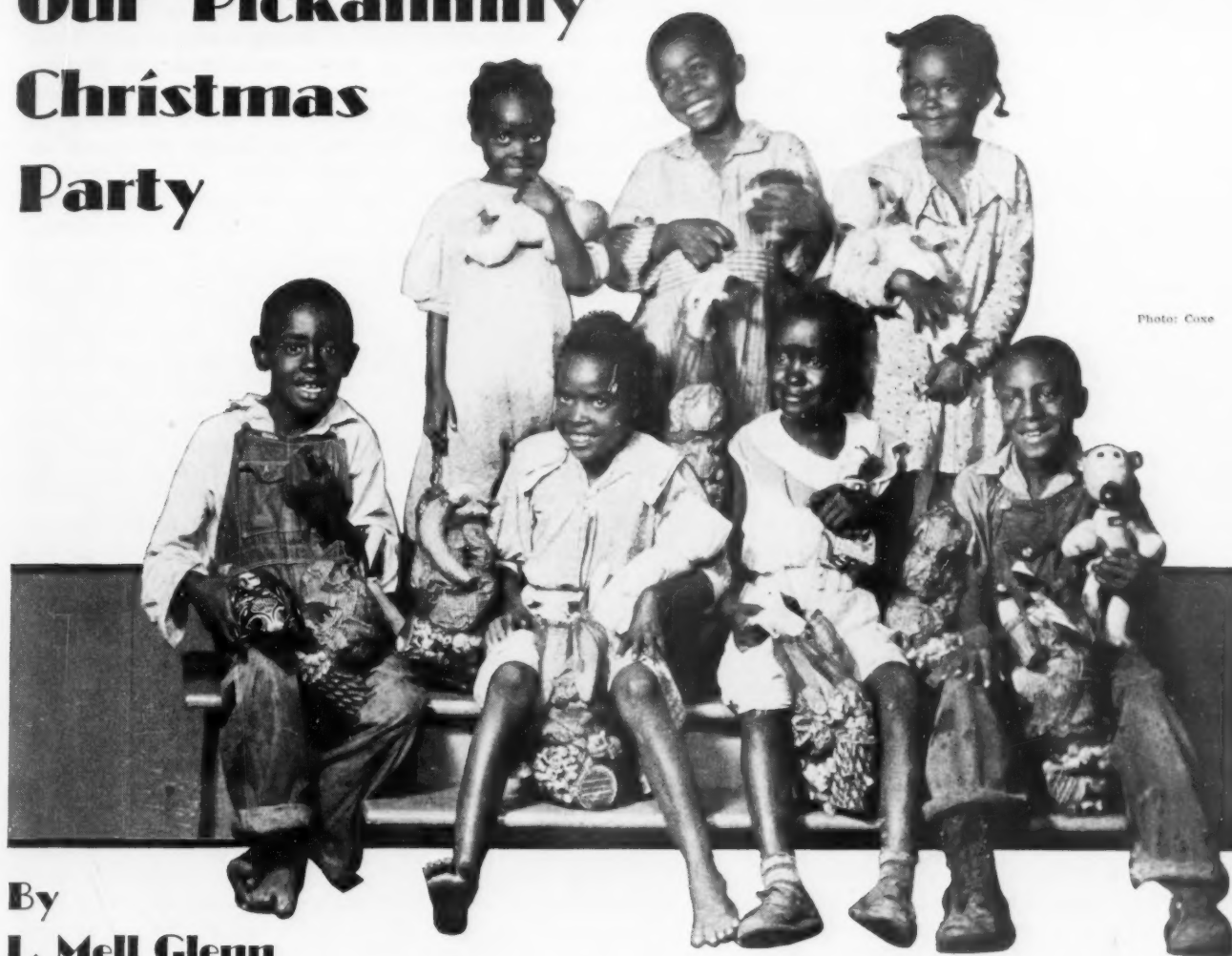


Photo: Cox

By
L. Mell Glenn

*Secretary, Chamber of Commerce,
Greenville, South Carolina*

WHEN CATS coddle canaries, puppies fondle bunnies, or men bite dogs, newshawks sharpen their pencils in anticipation of turning out that sort of story which captures reader interest to the exclusion of news of stock-market upheavals, doings in Hollywood, or wars and the rumors of wars. But for three successive years at Greenville, South Carolina, the Rotary Club has quietly played Santa Claus to several thousand Negro children without any considerable portion of newspaper readers of the outside world knowing anything about the "phenomenon." The reason is that the Club has "soft pedaled" publicity until the venture had passed the experimental stage. Now it is firmly established as a Club activity—and the story can be told.

The project was conceived in the days immediately preceding Christmas of 1934, when the depression had ground hardest upon the poor. A Greenville Rotarian fell to thinking of the days of his youth, when the Christmas spirit had

not reached the zenith of its enjoyment until a ring of patient-eyed Negroes, young and old, had massed around the back door of the farm house in the early morning and roused the master's family with their cheery cries of "Chrismus gif, white fo'ks." He proposed that the Greenville Rotary Club stage a Christmas Tree Party for the more destitute Negro children of the city.

The suggestion met with instant approval. On Sunday afternoon immediately preceding Christmas Day of 1934, Greenville Rotarians and their wives distributed gifts of toys, fruits, nuts, and candy to 600 "pickaninnies" of the community. The party was staged on the plaza in front of the County Courthouse and in view of thousands of wide-eyed citizens of both races. Out-of-town spectators, some of them from sections of the country north and east of the Mason and Dixon line, viewed the spectacle with incredulity and amazement.

Ere Christmas of 1935 had arrived, the Rotary Club's Pickaninny Christmas Tree Party idea had so intrigued the community it was proposed that underprivileged Negro children from all sec-

tions of the county be invited to the second party. But how could that be financed? The Rotary Club had been able to provide out of its treasury funds sufficient for financing the first party, for 600 children, but properly to care for several thousand at the second would become too great a burden.

At this point, a Club member suggested that perhaps the Negroes of the community themselves would be willing to finance this party for every destitute child of their race in Greenville County. And thereby hangs another tale.

A dozen years ago a Negro boy, with a penchant for dancing, helped his poverty-ridden family eke out a tenant-farming existence in the lower section of Greenville County by toiling in a cottonseed-crushing mill of a near-by village. In an accident at the mill, the boy lost his left leg. "Now I'll become a dancer," he said as he hobbled about on a peg leg which his uncle had fashioned from a broom handle. But the villagers only laughed at "Peg Leg" Bates.

He came to Greenville, and for a few years blacked boots in a barber shop—and dreamed. One day a carnival troupe

visited the town, and when it had gone, Peg Leg Bates had disappeared also. Not even his mother knew his whereabouts, and the community quickly forgot the bootblack who, as he worked, had often amused his customers by dancing a jig on his wooden stump.

Meanwhile, in New York City, a popular night club was "packing 'em in" with a floor show that featured a youthful Negro who astounded tap-dance critics by performing many original and intricate steps with one natural leg and one leg fashioned of wood. A promoter secured the dancer's signature to a contract, and then began a career which has carried the peg-leg dancer on tours to the British Isles and the Continent of Europe.

Then fate arranged that a Greenville Rotarian, in New York on business, should drop in at the night club. He recognized the tap dancer as Peg Leg Bates.

The problem of how to finance the Greenville Rotary Club's Pickaninny

Christmas Tree Party for the year 1935 was solved then and there. Told of the Club's desire to see that every underprivileged Negro child in Greenville County be visited by Santa Claus, Peg Leg Bates volunteered to come to Greenville—his first visit home since his rise to fame and fortune—and stage a benefit performance.

Greenville Rotarians sponsored the show, but kept in the background. Leading Negro citizens, to whom Peg Leg Bates had assumed the proportions of a demigod, handled the arrangements. Two performances were given in the city's largest auditorium. And did the folks of the old home town, of both races, turn out to see Peg Leg "do his stuff"!

More than 3,500 Negroes trooped to Greenville from all over upper South Carolina to see their hero perform. They were asked to pay the small sum of 25 cents to see the show, the proceeds to go, not to Peg Leg, but for the purchase of Christmas goodies. An audience that packed the huge auditorium to the rafters and hung like a black cloud from stage to entrance thundered approval of a resolution of thanks to the Greenville Rotary Club for making it possible for the helpless children of their race to receive a visit from Santa Claus.

The Christmas Tree Party was staged of a Sunday afternoon in the same auditorium in which Peg Leg Bates had performed. Following a semi-religious program, the 2,000 pickaninnies were marched downstairs. Here each received from the hands of Greenville Rotarians and their wives an attractive bag bulging with candy, fruit, nuts, and toys. It is a debatable point whether Rotarians and their "Rotary Anns" or the 2,000 pickaninnies and their parents returned to their homes the happier.

When it came time to prepare for the 1936 Christmas Tree Party, the Rotary Club once again turned to the Negro citizens. After several conferences, in which community responsibility was stressed, it was agreed that a football

game between teams from well-known Negro schools of the State should be the means of raising needed funds. And it was played per schedule in the city's brand-new stadium. Past Presidents of the Rotary Club, to the number of 20, were accorded the high privilege of selling peanuts to the multitude attending the game. Once again citizens of Greenville, both black and white, demonstrated their appreciation of the aims of the organization; the result was a financial triumph.

ALTHOUGH the Greenville Club had established the rule that not in excess of 50 percent of net proceeds of any annual money-raising affair should be expended on that year's Christmas Tree Party—holding the remainder intact for the following year's event, and thus insuring the Club of funds at least one year in advance—the 1936 effort at raising operating funds was so successful that 300 additional children were invited to the affair, making a total of 2,300 youngsters—and they came from every nook and corner of Greenville County.

Plans for the 1937 Pickaninny Christmas Tree Party, the fourth in what may now be classed as a regular activity of the Greenville Club, are already well in hand, the welcome assignment of one of the Club's strongest Committees.

Something new under the sun, this staging of a gigantic Christmas Tree Party by a group of the leading white citizens of a modern city of the deep South for the benefit of a host of poverty-stricken Negro children of their county, you may muse. Well, the form may be something new under the sun, but the spirit of it is not. Those who know the heart of the whites of the deep South, certainly of the better element, and their feeling toward their Negro neighbor, know that the spirit exemplified by the Greenville Rotary Club's Pickaninny Christmas Tree Party is but public manifestation of goodwill that has existed always.



No renowned entertainer has had a more appreciative audience than had famed dancer Peg Leg Bates in 1935 at Greenville's Christmas Party . . . Nothing on program or tree is missed by 4,600 bright eyes at the annual Pickaninny Party.

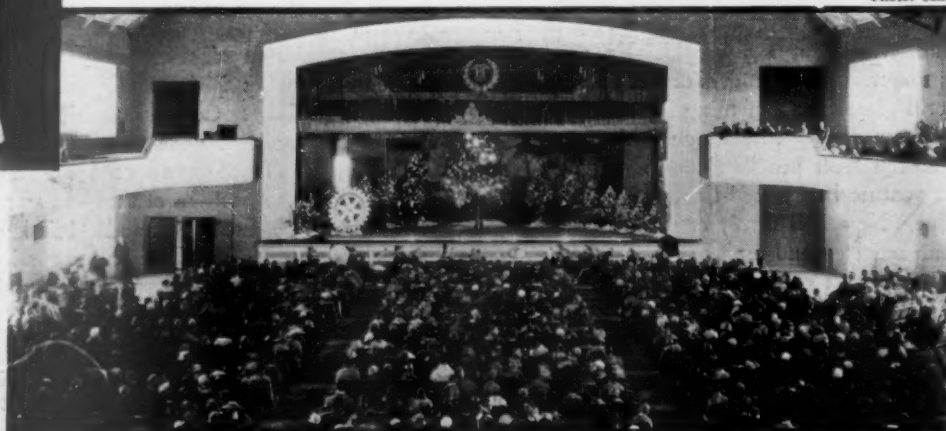


Photo: Cox

'T Was a Very Merry Christmas!

THE jolly, furry old man is about ready for his annual dash. But he'll need help with his pack, and he'll get it—from Rotarians, among others. Only a few of the ways in which hundreds of Rotary Clubs gave the good gentleman aid and support last year are to be seen in the happy pictures on this page.

To 87 crippled children, from Battle Creek, Mich., Rotarians—turkey, puppets, gifts . . . and Peter Rabbit (below).

Photo: (right) Foto-News. Courtesy, Illinois Children's Home & Aid Society



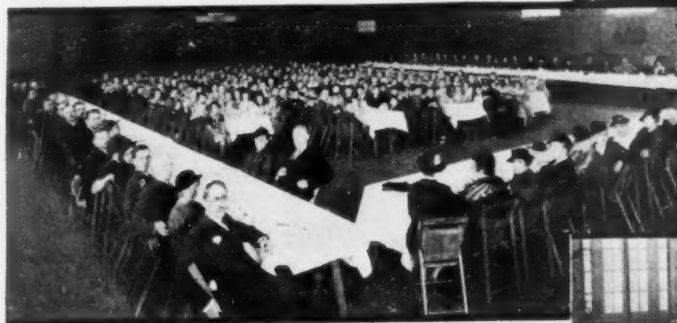
Photo: (right) Allen and Son

St. Nick stops yearly at an orphans' home in Lafayette, Ind. (right), thanks to Rotarians.



Photo: (left) L. B. Read

Over 200 orphan children (left) at the 14th Christmas party given them by Vincennes, Ind., Rotarians.



Boy! You can eat all y' want to! Gee! . . . at the annual Christmas dinner the Rotary Club of Kankakee, Ill., gives lads from poor homes (right).



Christmas is proclaimed in a dinner which the Rotary Club of Mexico City held in a school it supports (left). . . . Come Yuletide, schoolboys from needy families eat turkey with Rotarians of Centralia, Ill.—and line up for a picture (below).





Photo: Don Milton

As the Wheel Turns

Notes about Rotary personages and events of special Rotary interest.

GOOD Measure. Just to show how it felt about this matter of 100 percent attendance, the Rotary Club of Arapahoe, Nebr., once hung up a perfect record for all the 53 Tuesdays in the year. Whoa! Fifty-three Tuesdays? Yes, for the year was 1920—one of those bissextile or leap years.

Craftsman. All London, Ohio, is proud of CHARLES BANGERT, JR. He has won a \$5,000 universal scholarship in the Fisher Body Craftsman Guild model-automobile contest. London Rotarians remember him as the youth whom they induced to participate in the Club's annual hobby fair—which he did regularly.



C. Bangert, Jr.

Primer. In Philadelphia, Pa., you'll find a number of "dads" who, after putting the children's ABC books aside and sending the toddlers to bed, pick up their own primers and go to work on them—the Rotary Primers which the Assimilation Committee of the Rotary Club of Philadelphia issues to all "baby Rotarians" to give them a broad outline of the movement and to help them find their way readily into the Club fellowship. The 16-page booklet was prepared by PAST PRESIDENT C. ARTHUR WHITE.

Career Cap. They talk about life's billows. Here's a man who has ridden out the heaviest of them—blind, 77-year-old HERSCHEL BACHARACH. To him the Rotary Club of Miami, Fla., has just given an honorary membership. Way back when, he was manager of the Century Club of Chicago for four years, and helped the late beloved Jane Addams in her early work at Hull House. Then he moved to Boston and from 1902 to 1916 managed the City Club. A decade later, with a plump nest egg in his pocket, he moved to Miami. Soon came the boom, and after it that great sickening quiet. HERSCHEL lost everything. In 1929, when others were losing money, HERSCHEL lost his eyesight. But a small cigar and magazine stand which he tends in the post-office lobby has

yielded enough for his subsistence at least. For some years the Rotary Club has permitted him to sell cigars at Club luncheons. Because HERSCHEL has kept the spirit of the man he has always been and to give him a hand, as it were, the Club conferred the honorary membership upon him. "He acts ten years younger now," says his wife. To only two others has the Club ever given the honor: WILLIAM JENNINGS BRYAN, who lived in Miami for some years, and CYRUS CURTIS, fame! publisher, who tied up his yacht in Florida waters during the Winter and attended the Club.

!@-~!/-&! The moving editorial finger writes, and, having writ, often wishes it hadn't. . . . W. W. BLAIR-FISH, of London, England, is present—not former editor of *The Rotary Wheel* as reported in the October ROTARIAN (page 52). . . . The lad with the prize-winning steer (pictured on page 29, November ROTARIAN) is J. D. JORDAN, of Art, Tex.—not J. O. Jordan, of Wilson, Tex.

Souvenir. Autograph hunters irk DISTRICT GOVERNOR JOHN A. PARK, of Raleigh, N. C., too, or at least they did. Now he's one of them himself—in a refined sort of way. At the International Assembly in Montreux, Switzerland, last Summer, he began collecting the signatures of other Governors, of Directors, and of other Officers of Rotary International. "Why not get them all, get everyone in the Assembly Handbook?" he mused—a little too late. Back home he began writing to far countries for the autographs he lacked and he got them all, the last



In Merrill, Wis., D. F. Taylor is Secretary of the Rotary Club; his father, F. E., is President (above).

At dawn's cracking, members of Rotary's 1938 Convention Committee breakfast in Beverly Hills, Calif. (Seated, left to right) Convention Manager Howard Feighner; C. Edgar Dreher, Atlantic City, N. J.; James G. Gard, Cleveland, Ohio, Chairman. (Standing) District Governor Marvin Park; Herbert Bailey, Hollywood, Calif., Club President.

one from THIRD VICE-PRESIDENT CARLOS P. ROMULO, of Manila, Philippine Islands. And it took him two months to get the autograph of M. EUGENE NEWSOME, a Past International President, who lives but 30 miles away.

Centenarian. To his fellow members, 68-year-old ROTARIAN EDWIN HOWARD, of Greenville, S. C., may be a sound executive and citizen of consequence, but to MRS. SARAH ANNE HOWARD, of Taunton, Mass., who just celebrated her 100th birthday, he's just "my son." To MOTHER HOWARD on that occasion, the Greenville Club sent flowers and a birthday folder, and dozens of members sent congratulatory telegrams. These remembrances she acknowledged in a letter she herself neatly penned. The camera portrait above was made in her home on her centennial day.



Mother Howard

Network. You could refer to it as the Little Orr Network, this three-State Rotary family. In the Rotary Club of Joplin, Mo., is CHARLES T. ORR. He holds the zinc-smelting classification. In the Rotary Club of Fort Smith, Ark., ROTARIAN ORR is an honorary member. In this city he is known as the president of a large smelter, his son RAYMOND as manager. The latter is a member and Past President of the Fort Smith Club. In Poteau, Okla., ROTARIAN CHARLES ORR is president of a natural-gas company; his son JAMES is manager and a Past President of the local Rotary Club. And in Miami, Okla., CHARLES ORR has a son-in-law, LLOYD COWGILL, the flour miller in the local Rotary Club.

Honors. For his 25 years of service in the field of social work, DR. WENCESLAO F. MOLINA, a Past President of the Rotary Club of Lima, Peru, has been awarded a gold medal by his city. . . . HERBERT W. JOHNSON, of the Rotary Club of New York City, has been chosen Supreme Regent of the Royal Arcanum for 1937-1939. . . . ROTARIAN W. W. FRY, of Mexico, Mo., has been named president of the Missouri State Bar Association. . . . Four Rotarians of Deming, N. Mex., serve on the board of directors

First father-and-son combination in the Tulsa, Okla., Rotary Club: J. M. Chandler and son Claude (below).

Photo: (right) Miller



of the Deming Rodeo Association, which has just staged the Seventh Annual Rodeo in that city. They are: HERMAN LINDAUER, board president; EL (JACK) WELLS, President of the Rotary Club; E. M. GODDEN; and GEORGE A. DOWDLE. . . . ERNEST SIMMONS, of the Rotary Club of Toronto, Ont., Canada, was reelected president of the International Florists' Telegraph Delivery Association. . . . CHRIS RAUSCHENBERG, of the Rotary Club of Atlanta, Ga., serves as president of the Atlanta Association of Insurance Agents. . . . ARTHUR E. MANHEIMER, of the Rotary Club of Chicago, Ill., now heads the National Wholesale Jewelers Association.

100 Percenters, Ahoy! Here's an attendance record with all the earmarks of a world beater. Is it? Three members of the Rotary Club



Is theirs a world attendance record?

of Poughkeepsie, N. Y., have had perfect records from the day the Club was organized in February, 1919—which gives each of them 18¾ years of 100 percent attendance. The three are: (left to right in cut above) ALEXANDER CAVEN (a Past District Governor), HARRY D. MATTESON, and GLENDON BATES.

Thanks. Comes a question from the Rotary Club of Plzeň, Czechoslovakia: "Would you be good enough to publish in THE ROTARIAN our thanks to all Rotarians and their families who afforded to the son of our PAST PRESIDENT JAN MARTINEK, GEORGE, during his holidays in the U. S. A. such a hearty welcome and enabled him to see in a short time all of interest?" The answer is, "Of course, with pleasure." Thanks, then, from Plzeň Rotarians to ROTARIAN HUBERT SOMERS and his son, of Atlantic City, N. J.; ROTARIAN O. HOWARD WOLFE, of Philadelphia, Pa.; ROTARIAN ROBERT B. SWOPE, ROTARIAN CHARLES CLAGGETT and son, and ROTARIAN FRANK SHIPE and son, all of Washington, D. C.

New Clubs. Hearty greetings to these new Rotary Clubs recently admitted to membership in Rotary International:

Kirkland, Wash.; Cochin State & British Cochin, India; Kauai, Hawaii; Yazoo City, Miss.; Sian, China; Bromsgrove, England; Leek, England; Newton-le Willows, England; Stara Kanjiza, Yugoslavia; Moree, Australia; Republic, Pa.; Takamatsu, Japan; Loncoche, Chile; Mulchen, Chile; Uyuni, Bolivia; Uncia, Bolivia; Cachoeiro de Itapemirim, Brazil; Dagenham, England; Montoursville, Pa.; Linden, Tex.; Surat, India; Campbellsville, Ky.; Ashland, Ala.; Cuauhtémoc, Mexico; Barry, Wales; Widnes, England; Cullman, Ala.; Skellefteå, Sweden; Silver Creek-Schuylkill Valley, Pa.; Tipton, Ind.; San Carlos, Chile; Nicholson, Pa.; Ojinaga, Mexico; Swinton & Pendlebury, England; Versailles, Ky.; Vallenar, Chile; Castres sur Agout, France; La Rochelle, France; Worcester, N. Y.; Milledgeville, Ga.; Caracas, Venezuela; Tennille, Ga.; Cootamundra, Australia; Costilla County, Colo.; Grant City, Mo.; Wilmslow & Alderley Edge, England; Ishpeming, Mich.; Fort Lupton, Colo.; Johnstown, Colo.

They Planted Rotary

Ten Special Representatives—right-hand men to District Governors—who organized two or more new Rotary Clubs in the past Rotary year . . . With notes on the nature of their voluntary service and on Rotary Extension in general.

FIND good steaks in a chop house and you'll invite fellow epicures to eat there. Find straight thinking in a new book and you'll hand the volume to a friend. Or meet someone who strikes you as "the real goods" and you'll broadcast his excellence to others.

Rotary works that way, too. Rotary is a good thing, Rotarians believe, and so they share it. New Clubs are built upon that impulse.

It devolves upon each District Governor, with the support of every Rotary Club and Rotarian in his District, to help form successful new Clubs. To take from his usually burdened shoulders the actual work of organization, the Governor may appoint for the job a Special Representative, a well-informed Rotarian from a near-by Club. Ordinarily, the Representative's home Club is the "sponsor" of the new Club, helping in its organization and early programs and in its general orientation in Rotary. That much for background.

Below are the portraits of Governors' Special Representatives who, during the last Rotary year, succeeded in organizing two or more Rotary Clubs. (In their creditable company is Rotarian R. J. Holmes, of Nanking, China, whose photograph was not available at press time.)

Particular mention should be made of Dr.

Miles D. Zimmerman, of Pottsville, Pa., present Governor of District 177, who as Special Representative last year organized four new Clubs.

To speak further of Rotary Extension—here are the Rotary Clubs which sponsored two or more new Clubs during the past Rotary year: Montevideo, Uruguay; Sapporo, Japan; Araraquara, Brazil; Hankow, China; Nanking, China; Nanaimo, B. C., Canada; Durango, Colo.; Emporia, Kans.; Holton, Kans.; Osborne, Kans.; Topeka, Kans.; Chillicothe, Mo.; Joplin, Mo.; Senatobia, Miss.; New Iberia, La.; Columbia, Miss.; Flat Rock, Mich.; Buffalo, N. Y.; Huntsville, Ont., Canada; Lincoln, Ill.; Springfield, Ill.; Hallettsville, Tex.; Port Lavaca, Tex.; Pottsville, Pa.; Greenville, N. C.; Greenville, S. C.; Macon, Ga.

EDITOR'S NOTE—It will be seen below that Rotarians Ward Gibson and David Roy are members of the same Club, Osborne, Kans. Rotarian Gibson was the Special Representative, but he moved that Rotarian Roy ought to receive all the credit. The District Governor under whom they worked, Karl Miller, of Dodge City, Kans., amended the motion, recommending the use of both pictures. And our *Yea!* vote settled the matter.

"Two-or-more-Clubs" men: (1) J. B. Kittrell, Greenville, N. C.; (2) Miles Zimmerman, Pottsville, Pa.; (3) Ward Gibson and (4) David Roy, Osborne, Kans. (see note above); (5) Frederick Phillips, Buffalo, N. Y.; (6) Donato Gaminara, Montevideo, Uruguay; (7) Ward Flanders, Columbia, Miss.; (8) W. R. Horton, Huntsville, Ont., Canada; (9) Dewey Brown, Holton, Kans.; (10) D. M. Buckley, Port Lavaca, Tex.



President Duperrey's Trip



THE Americas have just met Rotary's President and his lady—Maurice and Mme. Duperrey, of Paris, France. Leaving a long wake of headlines, receptions, banquets, decorations, roses, and thousands of charmed new friends, the personable couple have completed a flying visit (literally) to eight Republics of South America, and to Cuba, the United States, and Canada. Now they are sailing homeward. To trace carefully their travels or to reckon the inspiration they brought thousands of Rotarians all along the way is impossible here, and what a few of the many clicking cameras caught along their route must suffice. President Duperrey, first President from the Continent of Europe, pleased his audiences by addressing them in their own tongues. He will return to Rotary's Secretariat in Chicago for the January meeting of the Board of Directors.



Everywhere, as here at Barranquilla, Colombia (1), Rotarians and public officials were on hand to greet President Duperrey. . . . His stop in Washington, D. C., pointed up the silver jubilee celebration of the Washington Rotary Club. While there he was received by Franklin D. Roosevelt, President of the United States, and chatted with Secretary of Commerce Daniel C. Roper (2).

PRESIDENT DUPERREY pays tribute to the Unknown Soldier (3). Beside him is Robert Swope, President of the Washington Rotary Club. . . . In Valparaiso, Chile (4), Rotary's head views a model of the technological university being built there. . . . Among colorful dinners which honored the Duperreys was this one in Buenos Aires, Argentina (5). Mme. Duperrey is in the center, President Duperrey at the far right. . . . At Caracas, Venezuela, the Duperreys pose with the Minister of Development and the wife of President Castillo, of the new Caracas Club.





On his South American tour, Rotary's President, Maurice Duperrey, spoke to Rotarians of Tacna, Peru, and Arica, Chile, as they affixed a plaque to a 66-year-old monument marking their common border. The shaft and plate pledge the two lands to lasting peace.



Rotary Around the World

Brief news notes mirroring the varied activities of the Rotary movement.

Greece

Efficiency Pays—for Sure!

ATHENS—Modern business is quick to concede that efficiency pays—but in Athens, thanks to the Rotary Club, it pays double. To coffee-houses, restaurants, groceries, and milk shops which have distinguished themselves through efficiency, the Rotary Club gives prizes. From a list of 150 such business houses it recently chose seven for the awards.

Czechoslovakia

So That They May Know

BANSKÁ BYSTRICA—High-school students in Baňská Bystrica have at least one source to which they can go for practical knowledge of the professions for which they are planning. It is the Rotary Club. During the school year, the Club holds numerous meetings with the students to give them just such information.

The Netherlands

Serve World at Home

EINDHOVEN—A survey of what has been and can be accomplished through international co-operation in various professions and industries has been undertaken by the Rotary Club of Eindhoven. At each meeting of the Club one member reports on what is being done along this line in his classification.

Norway

Help Youth Probe World

FREDRIKSTAD—Youth everywhere is interested in the sciences, this being an age of science. Fredrikstad is no exception. To facilitate the teaching of chemistry and physics in the local high school, the Rotary Club has supplied necessary materials for use in laboratory work.

Philippine Islands

Shhhh! Slogan for Iloilo

ILOILO—While the Philippines lie in the "Peaceful Pacific," her cities can grow unnecessarily noisy at times. The Rotary Club of Iloilo

noted that was true of its city, started a campaign against needless noise. Lately the Club received notice from the acting chief of police that his department was taking steps to help make the campaign succeed.

New Zealand

Favor to Former Members

AUCKLAND—Most former Rotarians would like to get back now and then into the good old substantial fellowship of a Club meeting. But often it's impossible. Not so in Auckland, however. There the Club holds an ex-members' luncheon periodically. Each member is assigned a former member, making all arrangements for his attendance—even the meal ticket.

Egypt

Cleaning Up Cairo's Business

CAIRO—A campaign for better business methods which has recently held Cairo's interest was initiated by the Rotary Club, which also provided prominent businessmen in a lecture series.

Austria

Unburdening the Blind

INNSBRUCK—Here is one blind person who will no longer need to worry about the source of his next meal. The Rotary Club of Innsbruck recently decided to provide expenses for one blind person at a local institute for the blind.

Belgium

How Much Coöperation?

CHARLEROI—To make available to its members, and to any other townsmen interested, the facts on local organizations in the field of Vocational Service, the Rotary Club of Charleroi conducted a survey during the past year. It covered these fields: organizations for employers, for employees, for professional men, for both employers and employees. The survey investigated possibilities of employer-employee

committees for the following industries: metallurgy, coal, glass and mirror manufacturing.

Sweden

Lure to Luleå

LULEÅ—A colorful, artistically designed bit of travel literature is the 12-page booklet the Rotary Club of Luleå published recently. Beneath its cover done in the likeness of a map of the Middle Ages, the booklet describes Luleå and surrounding neighborhood in word and photograph. The Rotary Club of Luleå is the farthest north of all Clubs, lying just below the Arctic Circle. It wrested this distinction from the Rotary Club of Oulu, Finland, which lies just across the Gulf of Bothnia—but south.

Australia

Milk—70,000 Pints—Is Gift

GEELONG—Lay 70,000 pint milk bottles end to end and they'd reach—well, the Rotary Club of Geelong has been more concerned with putting that many full bottles on the door steps of needy families—a thing it has succeeded in. Once a year the Club holds a Rotary Ball, and in the most recent of these benefit affairs raised £100 for the Milk Fund.

Italy

Award Seven Scholarships

PERUGIA—To four young ladies were awarded four scholarships established by Rotary District 46 (Italy) at a recent meeting of the Rotary Club of Perugia. The students came from France, England, Germany, and Hungary. Besides

these scholarships, three others offered by the Rotary Clubs of Verona and Perugia were awarded. Count Alberto Da Sacco, President of the Verona Club, who has promoted these assistances to the students, was present.

Yugoslavia

Mass for Attack on Cancer

OSIJEK—When it comes to this sort of war—the war on cancer—Rotarians of Osijek want to be in the front-line trenches. They have recently decided to establish or help set up a Radium-Therapeutic Institute, coöperating with local physicians and obtaining help from the city, State, philanthropic societies, industry and trade, and from the public in general. Other Rotary Clubs in the near vicinity have been invited to join in the plan.

Canada

Good Time Presupposed

OSHAWA, ONT.—When they all got together, these Rotarians from 11 Canadian Rotary Clubs, they numbered about 200—which in itself spelled a good time. The occasion was the annual intercity meeting at which the Oshawa

Rotary Club was host. Golf and lawn bowling packed the afternoon full, and a banquet of tasty and tremendous order filled the evening and the stomachs. A man of wide experience in civic, military, and public affairs addressed the group on the state of the world. Clubs participating in the event were Toronto, Mimico-New Toronto, Westmount, Weston-Mount Dennis, Whitby, Bowmanville, Port Hope, Lindsay, Peterborough, Cobourg, and Oshawa.

United States

Decorate Modest Young Hero

AU SABLE FORKS, N. Y.—Here's the story of a hero, a hero who didn't know it. Some months back, 10-year-old Vincent M. Wilkins, of Au Sable Forks, pulled a younger boy out of deep water in which he had already begun to sink—and that took some strong swimming and a lot of courage. Afterward, Vincent ambled off to play. Someone had witnessed the rescue, however, and Vincent's deed became the talk of the town. Recently the Rotary Club gave him a handsome medal. The presentation was made by the Club President between evening shows at a local moving-picture theater, the manager

turning the net proceeds over to the Club's fund for undernourished and crippled children. Local Boy Scouts sold tickets to the benefit affair.

Bad Good Boys Rebuilt

LA MESA, CALIF.—The story of the remaking of a boy told by that boy himself taught La Mesa Rotarians a new technique in giving delinquent youths a chance, in a recent meeting. Some time back, the county in which La Mesa is located sought a spot for a boys' rehabilitation camp. Through a member of the Club who is a State forest ranger, it obtained a tract of forest land. Under a former ranger the boys sent from the juvenile courts work in the woods, study, and play, and learn coöperation and gain physical and mental health. The boys remain here on their honor. There are no fences. One of the lads whose ambition is to become a full-fledged ranger some day, and the superintendent told the Rotary Club about life in the camp.

Geography—Firsthand

PORT JERVIS, N. Y.—Vivid word pictures of their homelands were painted by representatives of five other countries in a recent meeting of the Port Jervis Rotary Club. An Eskimo, a German, a Japanese, a Chinese, and an Australian spoke, an interpreter translating the speeches not presented in English.

Thanks for a Good Time

ALHAMBRA, CALIF.—The songs and pranks and good fun they had at camp last Summer are still buzzing around in the memories of 70 girls for whom the Alhambra Rotary Club provided the outing. To do so the Club raised \$490, netting a fourth of that sum in a show, and collecting the rest through voluntary donations.

100-Yard Dash—to School

THOMASVILLE, N. C.—It's a sort of shock to have to go back to school after a Summer of tousle-headed freedom . . . remember? To ease matters, the Rotary Club of Thomasville gives the boys of the city—1,000 of them this year—a parade and field day at that time. Behind a school band they troop through the street, board trucks, and ride to an athletic park and there compete in 100-yard dashes, egg-and-spoon races, etc. The whole town, practically, closed up to watch the boys this year, and the Mayor and the President of the Club manned the microphone to announce the sports events. Pop and "hot dogs" were on hand.

Ann Arbor Invites

ANN ARBOR, MICH.—As in past years, the Rotary Club of Ann Arbor wishes to entertain sons and daughters in the University of Michigan whose fathers are Rotarians. The Club will be much obliged to other Clubs for the names of such young people and asks that they be sent to George E. Lewis, Secretary of the Ann Arbor Rotary Club, Ann Arbor, Mich.

Anniversaries

Honored speaker at the recent 25th anniversary dinner of the Rotary Club of Sioux City, Iowa, was Rotary's Founder, Paul Harris. . . . When the Rotary Club of Louisville, Ky., celebrated its 25th anniversary recently, it was pleased to honor nine active charter members and to hear an address by Will R. Manier, Jr., Immediate Past President of Rotary International, which he called *Twenty-five Years in Rotary*. A Silver Anniversary Dinner and a reception were included also as important parts



Rotarian Almanack 1937

To those who know thee not, no words can paint!
And those who know thee, know all words are faint!

—Hannah More.

DECEMBER

—is the 12th month,
has 31 days, and, in
ending, ends the year.



Readers who may be wondering who did win the race under way on the front cover of this issue may be pleased to learn that we were there to see the ruddy old Saint place first. Accordingly, we've hung a medal on his chest. And here, in spirit, we would bemedal all the unsung Santa Clauses.
—YE MAN WITH YE SCRATCHPAD.

- 6—1937, The Constitution and By-Laws Committee of Rotary International convenes for a three-day meeting at the Secretariat in Chicago, Ill.
- 1912, THE ROTARIAN announces that "the new International button to be worn in the coat lapel will be ready for delivery within a few days," and urges members to "be one of the first to display the new button" in their cities.
- 1915, The famous benefactor of passengers on ocean liners, Elmer A. Sperry, inventor of the gyroscope, is elected to the membership of the Rotary Club of Brooklyn, N. Y.
- 12—1927, The Rotary Club of Talca, Chile, Rotary's 3,000th Club, is organized. Chile today has 69 Rotary Clubs, five of them being admitted to membership during the past Rotary year and nine of them thus far in the current year.
- 21—1887, Estes Snedecor, the man who served as Rotary's tenth President (1920-21), is born.
- 29—1922, The city with the beautiful harbor, Rio de Janeiro, claims a Rotary Club, Brazil's first Club being organized on this date.

Total Rotary Clubs in the world (Nov. 2, 1937), 4,433;
and the total number of Rotarians (estimated) 187,400.



in the celebration. . . . The Rotary Club of Washington, D. C., has just observed its 25th birthday, being honored on the occasion by the presence of Maurice Duperrey, of Paris, France, President of Rotary International (see also page 48). Present also were these Past International Presidents: Clinton P. Anderson (1932-33); Guy Gundaker (1923-24); Glenn C. Mead (1912-13); John Poole (1918-19); Arch C. Klumph (1916-17).

Santas in Tweeds

St. Nick's helpers usually don't sport his kind of gay togs and cottony whiskers. Most of them, in fact, just wear everyday business tweeds—and no whiskers. (You may have read about some of them on page 45.) Here are a few more samples of what Rotarians did last year—what they'll probably repeat this year—to make Christmas merrier in their communities.

From the Christmas tree celebration in the town square which the Rotary Club of Hudson, Mass., sponsored 15 years ago has grown an annual all-community Christmas program and city decoration plan that has made Hudson "one of the show towns of the State" in the yule season. Instead of one, there are now five Christmas trees and these are located in the Rotary Circle, a small park financed for this and other purposes by popular subscription. On Christmas Eve children here are loaded down with candy and fruit, and flowers are distributed to every Hudson citizen in a hospital. Baskets of food and fruit go to shut-ins. Contributors to the Christmas Tree Fund find their names, but not the size of their gifts, listed in the local newspaper, and in some years as much as \$600 have been raised and distributed.

Last year the Rotary Club of Ljubljana, Yugoslavia, dispensed with costly Christmas greetings in order to give 3,000 dinars to charity.

To all the crippled children in a local infirmary the Rotary Club of Mobile, Ala., gives a Christmas program, transporting them to the Club meeting for the event. The Club's regular Santa Claus is said to out-Santa Santa.

Some months before Christmas last year, the Rotary Club of Provo, Utah, sent letters to Rotary Clubs in 45 nations asking them to purchase with the dollar enclosed in each letter some gift typical of their lands and suitable for a lady. Response was excellent. In a Christmas party each Rotarian's lady received one of the gifts. "I wouldn't take \$10 for my gift," was the commonest feminine exclamation that night.

A miniature church constructed by local schoolboys helped bring the Christmas spirit to a meeting of the Rotary Club of Fort Smith, Ark., last year. A loud speaker housed in the church brought the voices of a quartette singing carols to the audience.

Rambling with the Rotary camera:
(from the top down) An intercity meeting of the Rotary Clubs of Rapid City, Sturgis, and Custer, So. Dak., and Chadron, Nebr., at Sylvan Lake, So. Dak. . . . Old folks (81, their average age) whom the Rotary Club of Fort Kent, Me., entertained at a dinner. . . . High-school-student chairmen and the Rotarian speakers they introduced in a vocational-guidance program at West Bend, Wis. . . . Scout troop composed of Chinese, Korean, Hawaiian, and Japanese boys, which is sponsored by the young Rotary Club of Wahiawa-Waialua, in Hawaii.



What They're Saying

Pithy bits of opinion and observation gleaned from Rotary Club addresses, from Club and regional publications, and from other sources. They are not necessarily representative of the editor's viewpoint.

Kiss for the Cook

A hardware merchant of my acquaintance once took a travelling salesman home to dinner with him. After the meal, while they were chatting in the living-room, the guest said appreciatingly, "That was a fine dinner and everything was so beautifully served."

"Yes," replied the host, "it's that way all the year round in my home."

The guest expressed surprise. "How do you manage it?" he asked. "We have an awful time keeping a good cook at our house."

Photo: Blackburn



A. B. Lipscomb

"I'll tell you a secret," said the merchant. "I frequently kiss the cook and sometimes I take her upon my knee. You see that keeps her in a good humor and insures good meals."

The travelling man was astonished. "Why, man!" he exclaimed, "you surely do not mean it! You, a deacon in the church!"

"Certainly I mean it," the merchant replied. "And why not? My wife's the cook!"

Now the moral of this story is so plain that "all who run may read." It's all right for us to be good Rotarians at the regular weekly luncheons and at the District Conference when we are on dress parade. But let's see to it that we are good Rotarians at home and adepts at kissing our own wives.

A. B. LIPSCOMB, Rotarian
Valdosta, Georgia

This Shrinking World

A few years ago Senator Borah remarked that the world had become a neighborhood. We have moved on since then. The world is now an apartment house. Any whisper anywhere echoes throughout the whole structure. Any shot is heard around the world. The bombardment of Bilbao rattles in the windows of Middletown. Today, nowhere is very far from anywhere else.

DR. FRANK KINGDON, Rotarian
President University of Newark (New Jersey)
(In an address to the Institute of Public Affairs, University of Virginia)

'Knocked, Blocked'

We builders have a few pleasant things happen in our lives, and many trials and temptations. I have often wondered if the general superintendent of the Tower of Babel had any more ups and downs than we present-day builders. The owners have knocked me. The material men have blocked me. The mechanics have shocked me, and the architects have docked me. The average house builder doesn't get much out of life, but if he wants to serve, he has a great opportunity. If I am true to my Rotary motto, "Service above Self," I should be contented.

I. C. GARBER, Rotarian
Jackson, Mississippi
(In an address to his Rotary Club)

A Moral to Draw

Mere scientific efficiency even to the pitch of perfection is no real civilization for the welfare

and happiness of the whole mankind. That it has been just the reverse is sufficiently proved to us, in recent years of wars, by a fine display of modern civilization guided by modern science. No doubt science is progressing at a very quick pace. How is it, then, that the elimination of human suffering and attainment of real lasting

peace remain merely in solemn imagination as lofty precepts by prophets? It is here that the animal in man prevails and makes him blind to the most shining principles of the very existence of mankind. Let the mortal man in the East and the West draw necessary moral from the recent wars and past history and yet desist from the nerve-racking tension of destruction of the human race. Let him be faithful to his own race of mankind. Let him be patriotic to the whole world, because the supreme patriotism for man is the one for humanity at large.

MANILAL K. PAREKH, Rotarian
Baroda, India

The Hobbyhorse Hitching Post

A Corner Devoted to the Hobbies of Rotarians and Their Families

CABBAGES that never knew corned beef nor mingled with kings—but cabbages, nonetheless, is our subject this month. To say more than that they are very ancient and respectable cabbages would spoil the story.

ROTARIAN ROBERT R. RITCHIE, of Saratoga Springs, N. Y., rides a hobbyhorse of stone. He tethers him in the Petrified Gardens, one of the city's show places.

About a half-billion years ago the garden site was tenanted by the Cambrian Sea. On that spot today is a limestone ledge of curious formation popularly called "stone cabbages," but known to geologists as *Cryptozoön*, meaning "hidden animal."

A thrilling drama, with Mother Nature in the principal rôle, has been played during the intervening ages. In the early Cambrian Sea scene, the actors were algæ, ancestors of the present algæ family familiar to everyone as scum on stagnant pools. Lime was absorbed from the surrounding waters by these minute plants, thereby hardening them; but around these self-made mummies clustered new groups of algæ which in turn hardened and died.

Through hundreds of succeeding centuries the sea disappeared; internal tension elevated the land; the glacier exerted its levelling influence, scalping the stone mummy heads; vegetation furnished a temporary cap, to be torn eventually by erosion, disclosing a fragment of the ledge.

It was at this time, about 14 years ago, that ROTARIAN RITCHIE stepped onto the stage as discoverer of the formation. Since then he has

worked to uncover the ledge and to gather scientific information so that the public might view it and share its history.

In 1933, the gardens were formally opened with a conference of 25 international geologists, who were followed by thousands of visitors from all over the world.

A stone gate, built of *Cryptozoön*s loosened from the reef, forms the garden entrance. Thistle Cottage, ROTARIAN RITCHIE's Summer home, nestles on the summit of a sloping *Cryptozoön* ledge which makes a natural rock-garden foundation developed by Mrs. RITCHIE, as her particular hobby, with Alpine and native flowers. Young ROBERT, their son, shares his parents' hobby by acting as guide, and, in spare moments, polishes *Cryptozoön* specimens for souvenirs.

What's Your Hobby?

If you'd like to declare your hobby here—that is, if you're a Rotarian or a member of a Rotarian's family—just say so in a note to THE GROOM. Doing so may bring you interesting letters from others with avocational idiosyncrasies like yours.

Stamps: Dr. Hugh Monroe (would like to exchange U. S. A. stamps for "foreign" with stamp collectors of other countries), Lindsay, Okla., U.S.A.

Pottery: Pauline Kirk (would like to contact persons knowing how to obtain pieces of Marblehead pottery [Marblehead, Mass.] and Pewabic pottery [Detroit, Mich.], Making survey of American pottery), Kirksville, Mo., U.S.A.

Prints: Clarence N. Durant (collects Currier & Ives prints), 71 Main St., Lee, Mass., U.S.A.

Stamps: J. E. Rillahan, Valentine, Nebr., U.S.A.
—THE GROOM.

Scalped "stone cabbages" eons old which a Rotarian found in his back yard.

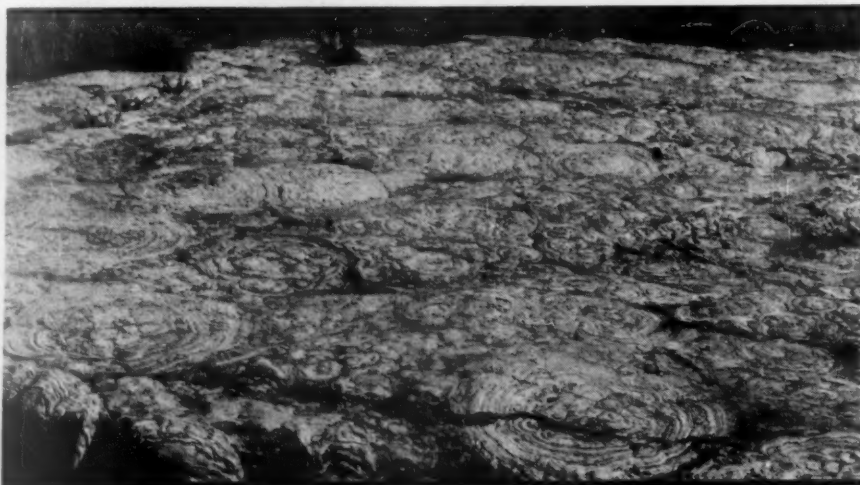


Photo: Rettig



A Christmas Gift That Lasts a Year

JUST a few weeks until Christmas . . . and here's a suggestion: Why not present your friends with a year's subscription to **THE ROTARIAN**? It will be an appropriate and much appreciated gift for:

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College men and women, whether now in school or graduated—also, young men of likely timber for Rotary. (And, if students of the Spanish language, remember the Spanish edition, **REVISTA ROTARIA**);

Friends or relatives who would be grateful for a magazine so uniquely different—as a monthly reminder of your interest.

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The Home: Is It Disintegrating?

No—Says Elmer T. Peterson

[Continued from page 18]

survival and give to the individual the opportunity to develop.

Statistics tell the story that this process is further along than most people realize. Chicago's population, for example, shows a decline for recent years. One reason—I think it's the basic one—is that people are moving to the suburbs, where at night they can relax from workaday strains, and mayhap respond to that incurable urge to dig in the soil and see living things grow into beauty and utility. And hope, though oft and long deferred, is being realized as prosperity is returning and enabling folk to own homes.

It pays to own one's home, as a rule; and that is provable by simple arithmetic. The home owner must pay interest on investment, insurance, taxes, upkeep. The renter pays all that *plus* the landlord's "cut-in." Oh, you can cite any number of examples of bad financing, jerry-building, real-estate exploitation, and other evils that cling to home owning like barnacles to a ship. I can, too. But all such evidence does not alter the fundamental soundness of the proposition.

Consider, for a moment, that the home as property resisted deflation as well as any other general class of property during the depression. Foreclosures on homes were numerous and distressing, especially after 1929, but were no more numerous or conspicuous than those on farms or other forms of property, or the receiverships, bankruptcies, and other types of insolvency afflicting purely commercial enterprises. The president of an important life insurance company, who is an authority on securities, recently declared that the average American home is the best obtainable physical asset from the standpoint of mortgage value. Contemplating the comparatively recent liquidation in stocks, bonds, office buildings, railroads, and factories, it is not difficult to concur in his conclusion.

The inventor is doing his part to hasten the back-to-the-home movement. Modern transportation facilities are making homes in suburban and acreage tracts feasible for those who work in cities. And there is an astounding array of new things for homes, ranging from the bizarre "Dymaxion" house, suspended from a mast and called a "machine for living," to the more restrained and traditional-type houses equipped with concealed panel lighting devices, garage doors that open when the car cuts a light beam from

a photoelectric cell, automatic humidifiers and dehumidifiers, and—the list is apparently without limit.

Some prophets there are who predict an era of multi-family apartments on a scale larger than anything yet known. But—they overlook the still small voice of mankind that cries out for individuality. Men imitate one another in mechanical conveniences, but most of us human folk remain obstinately individualistic—within the range of our purses—on matters relating to the general appearance of our homes. Home-loving people of the future are not likely to accept specifications of engineers and designers who advocate cookie-pattern homes just because they suit a quantity-production program. One of life's subtleties is involved here. Call it irrational if you will, but I am inclined to think it has about it the touch of something the logicians won't understand until they learn more about human nature.

ARCHITECTS, generally, are not in sympathy with mass-production homes. You may attribute it to a self-defensive motive related to their incomes, but such an explanation falls short. They, unless drafting-board routine has atrophied their spirit, are artists. They sense the difference between houses and homes. But let the mass-production experiments continue. There's no need to worry, for the homing instinct of man is to be compared to the classic reply of the cheese maker: "I have drawn my milk from many cows, but the curd is my own."

As with home designs, so with anything else that comes along. Men will sift it, consciously or otherwise, for whatever it may offer to enrich living. Even apparent contradictions will, in the broad

view and the long run, yield to the resistless but often slow-moving pressure of the mass made up of individuals who are groping for fulfillment of their personalities.

The home is due for a homecoming. Indeed, it is right now in the ascendant, not in the descendant, as some profess to believe. More than 78 percent of the families reached in a survey by a professor of sociology at the University of Pittsburgh reported "more activities in the home, and by the family acting as a group, as a result of the depression." His findings indicate that the "eat-and-sleep, hello-and-good-by type of home is rapidly disappearing."

So even the depression, it would appear, was grist for the mill of the deep instinct for family life centered in the home.

"Emotional stability or lack or neurotic tendency," says Dr. George W. Hartman, of Pennsylvania State College, "is the most important single factor leading to happiness." Starting with that conclusion, reached after a series of psychological tests, let us note that:

Continuous speed, "hot" music, the febrile pursuit of sensory delights, the sharp stimuli of intense living—these do not indicate emotional stability. If anything, they point toward neuroses. They have their inevitable depressive reactions. Yet, they often are a part of "life today."

How, then, may we achieve most nearly the ideal of emotional stability? What conceivable condition of life creates conditions that correct those undermining tendencies?

A brief day of hard work, a reasonable amount of external pleasure, plenty of sound sleep, living in the open, outdoor recreation and considerable periods of meditative tranquillity, absorption in such individualistic activities as gardening, indulgence in some creative hobby away from the madding crowd—surely, such a pattern would for most people lead toward emotional stability.

The implication is obvious.

Sweden Still Has Problems

[Continued from page 13]

way as through the chain stores in North America. Indeed, the consumer cooperative is from one point of view nothing but a giant chain store—embracing almost 20 percent of the trade in groceries—which has had no competition from similar private stores. Like the American chain stores, the Swedish coöperatives have reduced the retail margin for many goods. They do not follow the example of the British coöperatives, which, on the

whole, quote the same prices as private retailers.

Secondly, the coöperative movement has broken up several private monopolies in consumers goods which quoted excessive prices. The fact that the same thing would be done again, if necessary, in the case of other goods helps to protect the private manufacturers and monopolies from temptation to quote high prices.

Thirdly, the movement has done a



Photo: James Sawders

Flour milling is but one of many fields in which Swedish "coöps" operate. Largest of the Coöperative Union's flour mills is this one at Stockholm.

great deal to educate not only its members, but also the Swedish people at large, believing that an educated public opinion is necessary if democracy is to function.

Fourthly, the coöperative movement has in production as well as in domestic and foreign trade demonstrated that creative initiative is possible without the profit motive. Pride in achievement has, to some extent, taken its place.

OTHER forms of coöperation have also been useful—e.g., coöperative house building in the cities, and strong savings banks. The producer coöperative movement in agriculture has made an important contribution, particularly in the last five years. It has helped to wake up the farmers around the country to improve their technique and the quality of their products.

There can be little doubt that State enterprise has, on the whole, been effective in Sweden in the fields where it has so far been tried, with one or two exceptions. The State railroads and the large production of electrical energy and timber are commonly regarded as efficient. An honest bureaucracy is, perhaps, the most fundamental factor of such business enterprise, as well as of successful economic policy in general. Thus, the honesty of our bureaucracy is one of the most valuable assets of Sweden.

Public finances in Sweden have always been handled with care. The Government makes much more money on its business enterprises—even if we deduct some exceptional earnings from the postal service, which partly have the character of taxation—than it pays as interest on the public debt. Thus, the taxpayer contributes nothing to the debt service. Such conditions help to create a feeling of confidence. This made it relatively easy to borrow large sums in the depression year of 1933-34 to finance public

works, which have since been repaid through the surplus in the budget of the last years.

Finally, an advanced social policy, including social insurance of all kinds except health insurance, has, in my opinion, helped to preserve human resources and to create a feeling of confidence and a spirit of coöperation among workers and employers. The political stability of the last years would hardly have been possible in the absence of a social policy of this kind. Not all business leaders have, until recently, appreciated this point, but now there is very little disagreement about it.

In the final analysis, the explanation of the relatively favorable development is, perhaps, due to the fact that the Swedish people are by nature and tradition well balanced and moderate, except—some visitors would add—in eating and drinking. Long experience with municipal self-government has created a general respect for facts, which has proved healthy. A strong sense of tradition has also served as protection against ill-advised experiments.

In spite of all this, the number of urgent social problems is great. First of all, it must not be overlooked that there is still a great deal of poverty in Sweden. Income figures are perhaps somewhat misleading, as they do not take into account that a great part of the people with low money incomes live in country districts where rents and other costs of living are extremely low. Nevertheless, the fact that a considerable proportion of grownup male workers earn less than \$250 a year, many of whom have families, indicates that large groups of the people are unable to buy anything but the cheapest possible food. This is particularly true in the North of Sweden. Investigations demonstrate that undernourishment and malnutrition are quite common there among farm and forest

workers. The seasonal and intermittent character of their employment keeps incomes low, in spite of the fact that many have a small farm, where they work in the brief Summer, cutting and transporting timber in the Winter and, perhaps, helping to float it on the rivers in the Spring.

It is certainly true that the seasonal unemployment in the North of Sweden is an extremely serious problem and that very little has so far been done to remedy it. Indeed, it is difficult to see how it could be eliminated or much reduced. Unfortunately, the tendency in agriculture in other parts of the country as well is to employ less labor the year round than formerly, and to hire some workers only for the Summer half years and others only for special seasons scattered over the Summer and early Autumn. Thus, the seasonal unemployment problem is growing in importance in Sweden, as in several other countries.

As it will probably prove impossible quickly to raise the income of the poorest population groups which cannot afford a satisfactory diet of meat, vegetables, and fruit, efforts will now be made to provide school children with a free well-balanced meal once a day. In some parts of the country this is already being done. But much remains to be done before the terrible waste of the human resources of the country owing to malnutrition is stopped.

Almost equally grave is the low standard of housing among manual workers in Sweden. That the majority of industrial workers in the larger cities have only one room and kitchen is perhaps not so serious, for the quality of the house is good and there are no slum tendencies. Furthermore, the number of workers who acquire their own houses with three rooms and kitchen is growing rapidly. It will be more difficult to raise the standard of housing in the country districts. Here also it is true that Government subsidies for the improvement of poor houses were started during the depression and are being continued. But this is only a beginning. It is said that in the countryside, about one-third of the kitchens have no water and no waste pipes.

ANOTHER field where serious problems arise is the labor market. Sweden and Norway had the leading place in the 1920's with regard to number of days lost through labor conflicts per 1,000 workers employed. Since that time the situation has no doubt improved, chiefly through the Labor Arbitration Tribunal, which has power of compulsory arbitration in all cases concerning the interpretation of the collective agreements. This has eliminated, roughly speaking, one-half of the

causes of conflicts. But the court has nothing to do with the terms on which new agreements are made. Public mediators here lend a helping hand, not always with success.

Sweden suffered from prolonged labor conflicts in 1932 and 1933. In spite of the stability of the workers' and employers' organizations—the former are almost all industrial unions—the possibilities of large labor conflicts are very great this Winter. Union leaders have no power to conclude an agreement. They can only recommend it, the vote of the members of the unions being the deciding factor.

ANOTHER question which is attracting increasing attention is the training of skilled labor which in Sweden, as elsewhere, was somewhat neglected during the depression. How to guarantee the continuance of this training during slumps is indeed a difficult problem.

I must pass over several other pressing Swedish problems. Whereas our system of folk schools toward the middle of the last century was second to that of no other country, the school-leaving age is at present only 14, and lower than in most other countries. The hospital system and care of sick people are, on the whole, excellent, but public authorities do relatively little to protect health. Fortunately, attention has in recent years been drawn to these deficiencies.

Whereas Sweden has, on the whole, maintained its pre-War moderate tariff protection for manufactured goods, regulation of the prices of foodstuffs has proved necessary to prevent the ruin of a large number of farmers. Thus, butter prices have at one time been twice as high on the domestic market as on the British market, where the Swedish surplus production is sold. Even this year the price has been 25 to 35 percent higher. Milk prices have been raised by farm organizations and direct Government aid. Until recently, the town population has accepted these price increases without opposition, convinced that the farmers needed a better position than world market prices would give to them. In 1937, however, discontent has arisen owing to further increases in milk prices, made by local monopolies of producer coöperatives. Some conflicts between industrial workers, on the one hand, and the farmers' organizations, on the other hand, have developed.

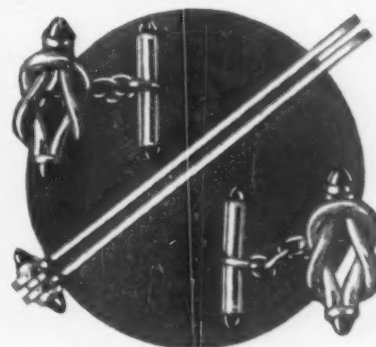
The farmers' meat organizations and the consumer coöperatives have also found it hard to agree. There is every indication that such difficulties will grow. Different groups have different interests. This has important consequences for poli-

tics in Sweden. When prices and incomes depend on public regulation, the question of what is a "just price" cannot fail to arise and call forth disagreement. Furthermore, the enormous economic importance of political decisions in this field leads to pressure groups and may in the future color the whole activity of political parties. At present, the Socialists and farmers party have a coalition Government, which tends to keep these issues down. But it would be optimistic indeed not to be prepared for real difficulties when town people and farmers disagree on food prices.

Problems of this kind, of course, face every society of an interventionistic type. They will, perhaps, prove to be more difficult than those arising from the conflict of interests between employees and employers.

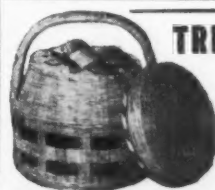
When politics becomes more and more dominated by such economic issues, there is a real possibility that the interests of minority groups will be neglected and that the freedom of the individual will

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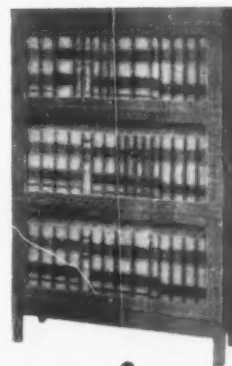
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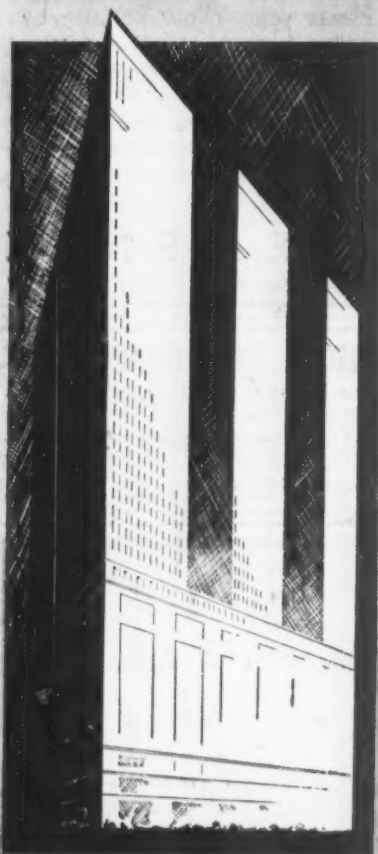


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Edward T. Lowless
Manager

be restricted. Various strong organizations may easily become a kind of State within the State. If two powerful ones compromise and take political power, the individual who acts in opposition may get into difficulties, even though he is entirely within his rights as a private citizen.

I fail to see how solutions to such problems can be found except through an education of the people which creates an understanding of the points of view of the other fellow, and makes it impossible for a small number of people to build up controls of the different social groups along the lines of political machines in

some countries. In other words, self-discipline on the part of all social groups, their leaders as well as all other members, seems to be a prerequisite.

The success of such education will probably depend on how much love of liberty and the idea of service and loyal coöperation can be fostered in all classes and organizations. The importance of Rotary's Objects thus grows more important every day. The opportunity for leadership and service in all branches of business, professions, and government has perhaps never been so great as today. And here, as always, opportunity means responsibility.

'Free' with Every Purchase—

[Continued from page 26]

display at the neighborhood store so that they could judge its quality for themselves. Next best, they preferred goods manufactured by firms with national reputations. And they made it abundantly clear that a premium scheme based on the philosophy "Anything is good enough to give away" is just a messy means of committing business suicide.

The premium business has its traditions and its semilegendary figures. George T. Babbitt probably started the whole thing in America. You saved wrappers of "Babbitt's Best" laundry soap—I know we did, at home—and you got swell pictures in full colors, "suitable for framing." Babbitt began in the '50s and for a long time had no imitators.

Newspaper publishers are flooding the country this year with offers of encyclopedias and sets of Mark Twain and Charles Dickens as premiums with subscriptions. It is one of the sagas of the business that, unable to interest his own countrymen in his new idea, an American book publisher took this scheme to London a good many years ago. A newspaper offered as a premium, sets of Dickens' books and actually used more sets than there are families in all London.

John D. Larkin was a pioneer. He began by making soft soap which he peddled from door to door in Buffalo, New York. That was in 1875. The premium idea came to him later. He developed the "Larkin Clubs," which became a prominent fixture in the American scene. His thesis was that he sold from factory to home at regular retail prices and gave you the savings in premiums. Every member of the club got a premium and the "secretary" got an extra one. It is an authentic bit of Americana that small-town newspapers frequently chronicled the meetings of Larkin clubs.

People still write in to tell how the china cabinet which mother got 40 years ago for acting as "secretary" is still in use. Anna Case once told the world over the radio how she still prized the music cabinet to earn which she used and sold countless bars of soap. I was driving around Buffalo one day with Dorothy and Lillian Gish, showing them the town in my capacity of local newspaper editor. I pointed out one handsome residence on a parkway. "That is the home of John D. Larkin," I remarked, "if you ever heard of him."

"Heard of him!" exclaimed Lillian. "Dorothy, do you remember how we used to pester the neighbors to buy soap so Mother could get a rocking chair? So *that's* the home we helped buy!"

Another pioneer still surviving is the Jewel Tea Company, which in 1899 started selling groceries from door to door by wagon. Its innovation was the "trade out" plan. The housewife did not have to accumulate a certain number of coupons to get a premium. She could get the premium right away, on promise that she would continue to buy Jewel goods until she had used a certain quantity. The idea that it is safe to trust people in the mass was not such a commonplace at the turn of the century as it is now, and the Jewel plan was considered pretty daring. Jewel Tea Company put that exotic novelty, the jardiniere, into hundreds of thousands of American homes, thereby doing its bit for aesthetic uplift. It was a pioneer, also, in rigidly drilling its salesmen never to represent to the housewife that she was getting a premium for nothing.

Remember the pictures of actresses in packages of cigarettes? Some of the buxom gals were in tights, and the pictures were considered faintly naughty

when I was a boy—one reason why they were among the most successful of premiums, I suppose. Well, there still are cigarette makers who give premiums, but they have gone effete; their premiums run usually to bridge sets, humidors, and lamps.

Distribution of premiums runs to astronomical figures. Top record may have been the 4 million aluminum jelly molds for which the women stormed a gelatine manufacturer. Then there was the manufacturer who gave away 1,200,000 bees! One publishing house which specializes in premium books has turned out 71 million of them, mostly in recent years. No statistician has had the hardihood to try to estimate the number of teaspoons that have been used as premiums.

Now there is the old reliable! A manufacturer wishing to launch a new brand of tea was looking about for a suitable premium. He scornfully rejected the suggestion that he use silver-plated spoons. Almost everybody had used them for years, he objected. Which, he was quietly reminded, merely proves that there is no premium with greater appeal to the feminine heart. Spoons have pulled in business for years and years, and possibly will forever. The proudest silver manufacturers, their names synonymous with swank, all maintain big departments to solicit and handle such business. Frequently they design exclusive patterns for a big customer. Getting one spoon of a distinctive pattern, a woman wants enough to make a set and will keep on buying X's cocoa.

Economically, the premium is either a form of advertising or a disguised price-cut, as the case may be. The purchase-privilege type of offer is pure advertising, and it has little economic significance; it may divert some business from retailers who handle the articles that are used as premiums, that is all.

If the cost of the premium is budgeted as part of the advertising appropriation, the customer, of course, is paying for the article, but probably is paying no more for the coffee or cornflakes than she would pay for them anyway. In other words, the use of premiums may cost no more than other forms of advertising. From the businessman's point of view, it has the advantage that its cost is directly

proportional to sales—you have to give away only as many spoons as you sell pounds of tea. Whether spoons will sell as much tea as cheaply as printer's ink is an argument that will go on until doomsday, presumably. The general practice is to use both. A premium offer is only effective in proportion to the number of customers who hear about it.

Cost of the premium isn't always charged in, however. The manufacturer may decide that it would be good business to spend \$500,000 out of capital to introduce a new product, let us say, or to teach people that oysters are just as good in May as in April. He will sell the goods at the regular price and add a "give away." Another premium that costs the customer nothing is the "re-use" container. It is no more expensive to design an olive-oil bottle so that when empty it becomes a really beautiful bud vase than it costs to make a conventional bottle. The container which is a premium in itself is gaining ground.

It was the center of a *cause célèbre* under NRA. Coffee roasters weren't to use premiums under their code. One of them thereupon began packing his coffee in sturdy galvanized ash cans. Grocers went after them in a big way. They used or sold the emptied cans. Proceedings were brought. The coffee man contended that nothing was said in the code about containers, and "got away" with it. The subject of premium offers to dealers and to salesmen, however, opens up a wide field entirely outside the limits of this scholarly dissertation. Such premiums are included in the 450-million-dollar total.

There remains only to point out one use for the premium where the customer certainly pays the bill. The premium which is used to disguise or to avoid an open price-cut is no bargain, in most cases. Price-cuts may be a tonic for sick business, but they are very bad-tasting medicine, most manufacturers think. Prices once cut are hard to restore, and cuts destroy the customer's fixed idea, built up over many years, of what Q's fountain pens are worth. So many a businessman has kept the old price and added a premium when business got bad or when competitors pressed him hard. He can drop the premium later on. That's what *he* thinks.

Pioneer in the use of premiums was John D. Larkin, Sr., former member of the Buffalo, New York, Rotary Club. His son, John D., Jr., is an honorary member of the Club; his grandson, John D., III, an active member and a former Club director.



Photo: (2) News Bureau



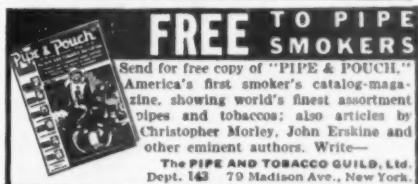
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May I Suggest—

By William Lyon Phelps

THE DEATH of H. Cyril McNeile in England in early middle life is a sad loss to those who love to read detective novels and all books of excitement. Under the assumed name of "Sapper," he wrote nearly 30 books, but by far the best are those that deal with the great Bulldog Drummond. For those who wish to re-read these stories, which includes me, and for those who have not yet read them, let me recommend them to you in this order:

1. *Bulldog Drummond.*
2. *The Black Gang.*
3. *The Third Round.*
4. *The Final Count.*
5. *The Female of the Species.*
6. *Temple Tower.*
7. *Bulldog Drummond Returns.*
8. *Challenge.*
9. *Bulldog Drummond at Bay.*

These books combine in a superlative degree mirth and murder; whatever troubles you have, and all have some, you will forget them while reading these stories.

An absolutely perfect story for children and for grownups is the little book *Ezekiel*, by Elvira Garner, illustrated by the author. It is about the adventures of a charming Negro family in Florida; it is flawless.

Another delightful book (copiously illustrated) for children is by Paul Titus Gilbert, of Chicago, and is called *Bertram and His Fabulous Animals*. Full of original, whimsical humor.

Remember, too, that if you are looking for cheap yet charming books for children, about birds and about flowers and about tree leaves, any book illustrated and written by Julius King, of Chautauqua, New York, is the one you'll want.

And are all your children brought up on Jules Verne? They should be. Any good bookshop will have or will get for you *Twenty Thousand Leagues under the Sea*, *The Mysterious Island*, *From the Earth to the Moon*, *Tour of the World in Eighty Days*, *Journey to the Centre of the Earth*, etc. I read his complete works when I was a child, I talked with him on the street of his home town in Amiens, France, and now I am reading his wonderful stories again.

For New Englanders and their descendants, let me recommend a new book, *The Horse and Buggy Age in New England*, by Edwin Valentine Mitchell, of Hartford, Connecticut. It may be that young

people will not care so much for it; but every man and woman over 50—well, you will be recapturing your lost youth.

If you play lawn tennis (I have been playing it nearly 60 years), the new book by the greatest woman player who ever lived, Helen Wills, is full of interest. It is called *Fifteen-Thirty*, an excellent pun. It is an autobiography of an athlete and a thinking woman. I am pleased to see, too, that she, no more than I, is able to understand what really happened in that astounding match between Cochet and Tilden some ten years ago at Wimbledon.

All the novels of Hugh Walpole are worth reading; and the new one, called *John Cornelius*, is both exciting and puzzling. It is exciting because it is a good story about interesting people in strange situations; it is puzzling because I am not sure just what his purpose is, or whether he has fully accomplished it. In one respect, Hugh Walpole is a specialist of the first rank; he specializes in terrifying old ladies. I mean that the old ladies terrify everybody else; not that anyone succeeds in terrifying them. I think old ladies will be flattered by these books; because they would, I am sure, be glad to have the power of being formidable whether they wished to exercise that power or not. His previous novels *The Duchess of Wrex*, *The Captives*, *The Old Ladies* illustrate his specialty; and in this new novel, *John Cornelius*, he returns, although incidentally perhaps, to this theme. The first time I asked him, "When you were a little boy, didn't some old lady scare the life out of you?" he laughed aloud and changed the subject. But when I asked him that same question a few years later, he gave me immediately an affirmative reply.

There is another side to this new novel, the purely idealistic side; which leaves me in a muse.

I am very glad the publishers have issued a new edition of Alleyn Ireland's extraordinary book about the late Joseph Pulitzer, called *An Adventure with a Genius*. Joseph Pulitzer, you will remember, was the proprietor and editor of the *New York World*; after he became totally blind and was stricken with a nervous collapse, he employed many sec-



H. Walpole

retaries, and worked day and night. Mr. Ireland was one of these secretaries, was very close to Mr. Pulitzer, and his book about him is an intimate account of the daily life of a man unlike anyone I ever heard of. Readers will remember its strange hero as vividly as the author does.

For all those who have been in England, may I suggest that you read *Robinson of England*, by the late John Drinkwater. He had just completed the manuscript when he died, and his wife has seen the proofs through the press. This book shows the right way for a man to love his country, whatever his country may be. It makes without emphasis the exact distinction between a deep, pure love of one's native land, and chauvinistic nationalism—its bastard sister. Speaking of how excessive nationalism leads to war, someone has said, "Patriotism, which used to be a holy flame on the altar, has become a devouring conflagration."



E. A. Custer

Now this distinction is not mentioned anywhere in this book. It is a novel, about a young graduate of Oxford, who grows up and acquires nephews and nieces; but the ineffable charm of England, the countryside, old customs—I have never read anything that left such a glow in my mind.

No Royal Road, by Edgar A. Custer, who was on his deathbed when the man-

uscript was accepted, and who kept himself alive by supreme will power in order to see the book in print and to read what the reviewers said of it, is the autobiography of a man of action—an American of energy. His vitality was tremendous; as a small boy, it took the form of irrepressible outbursts against discipline,



K. Roberts

but his violence of blood was harnessed in later years into business activities, with amazing results. He was born in Altoona, Pennsylvania, and inhaled railroads and locomotives in his earliest childhood. It is interesting to see such energy, such dominance in daily work, combined with an ideally happy home life, and to read this book immediately after reading *Robinson of England*—British and American ways of life.

Two of the best sellers in the United States are *Northwest Passage*, by Kenneth Roberts, and *And So—Victoria*, by Vaughn Wilkins. I like the first and dislike the second. The first is a rattling historical romance, and valuable for its accurate pictures of American colonial days during the French and Indian Wars; every American will learn a good deal of actual history by its perusal. The second, while exciting enough as a narrative, seems to me not only without literary distinction, but also rather shoddy.

All English-speaking people learn in

The Kiver-to-Kiver Klub

EVERYONE likes to be a member of something—a club, for example. But some clubs require money beyond the reach of most of us. Others require time—and we haven't any to spare. But the Kiver-to-Kiver Klub—well, the rules are simple, if you've read this issue of *THE ROTARIAN* from first page to last.

There are ten questions below. Check what you believe to be the correct answers. Then look on page 63 to see if you're right. If you get eight of the ten correct—a score of 80—welcome to the Kiver-to-Kiver Klub!

1. Doron K. Antrim in *Business on a Musical Scale* discusses:

Grand opera.
Home-study musical training.
Music as a business stimulant.
House-to-house canvassing.

2. What famous statue, says Author Hyatt, has been duplicated and erected by the Perth, Australia, Rotary Club?

Pioneer Mother. Evangeline.
Santa Claus. Peter Pan.

3. Of the following, who was a pioneer in the use of premiums in business?

Walter P. Chrysler. John D. Larkin, Sr.
J. Pierpont Morgan. Marc A. Rose.

4. What two famous present-day statesmen are mentioned by Maurice Duperrcy?

Lebrun and Hitler.
Franco and Mussolini.
Roosevelt and Hull.
Eden and David Lloyd George.

5. According to Bertil Ohlin, the average standard of life in Sweden has in 40 years—
Doubled. Tripled. Reduced by half.

6. What author this month quotes Saint-Beuve as saying: "Maturity? There is no such thing; we ossify in parts and get soft in others?"

L. Moll Glenn. Alfred Edwards.
Abbé Dimin. Gale Blosser.

7. This Month We Honor—records Albert Bushnell Hart as a famous—

Physicist. Authority on Washington.
Astronomer. Businessman.

8. According to William Lyon Phelps, Hugh Walpole's latest book is "exciting and puzzling." Its name is—

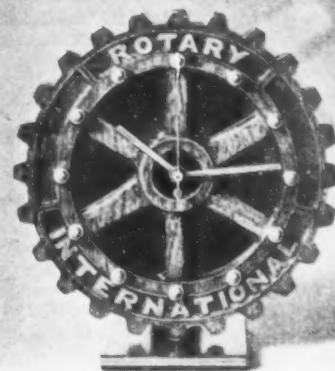
The Black Gang. And So—Victoria.
Fifteen-Thirty. John Cornelius.

9. Gale Blosser mentions a marauding Indian chief of early Western days. His name:

Sitting Bull. Blackhawk.
Hiawatha. Joseph.

10. Kilian and Vopel are famous because of:

Tennis. Gymnastics.
Hockey. Bicycle racing.



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school that the Angles, Danes, Saxons, Jutes, etc., came over from what were later called the Scandinavian countries, entered England from the sea on the East coast, conquered a portion of southeastern territory, and are there yet. But I venture to say, with the exception of specialists in historical scholarship, the average man's knowledge of what happened in those centuries between the Roman exit and the entrance of William the Conqueror is even foggier than the climate. Now then: here is an intensely interesting historical novel that I have been awaiting (without awareness of it) for many years. It is called *Swords in the Dawn*, and the author—J. O. Beaty—is a scholar of reputation who knows exactly what he is writing about, and is at the same time master of an easy, transparently clear narrative style. This story will make clear to all readers over ten years of age the circumstances which brought Hengist and Horsa to British shores in the middle of the 5th Century A.D., and it shows how the people who lived along Danish and Teutonic coasts spent their days and nights, how they were dressed, what weapons they used in war, and how they propelled their boats across the turbulent North Sea. We are so accustomed to think of America as the melting pot, an agglomeration of nations, that we are apt to forget the immense variety of strains in English blood. I once asked a famous English poet how he accounted for the fact that the English had



J. O. Beaty

written more first-class poetry than any other nation in history; and he replied without hesitation, "It is because we are mongrels; the mongrel has more creative power than the undiluted strain." Well, this charming and valuable little book tells me just what I have always wanted to know. And at the same time it resembles a "Western" in dealing almost entirely with fighting and romance.

Hendrik Willem Van Loon (pronounced *Loan*) has performed a public service in his huge book called *The Arts*. It is a kind of jolly encyclopedia, a review of a tremendous field in length and in breadth, in which the author keeps up his own and his reader's spirits from first to last. Surely I do not need to say that this book is not meant to be read steadily from the first page onward; rather not. Let the reader turn to that section which for whatever reason especially appeals to his tastes; then he can tackle the others. I have always liked Mr. Van Loon's illustrations, which not only embellish his texts, but which interpret them in a lively manner. This volume seems to me an ideal Christmas present.

Books mentioned, their publishers and prices:

The Bulldog Drummond Series. H. Cyril McNeile. Doubleday, Doran. \$2 each.—*Ezekiel*. Elvira Garner. Holt. \$1.50.—*Bertram and His Fabulous Animals*. Paul Titus Gilbert. Rand, McNally. \$1.—*The Works of Julius King*. Thomas Nelson. 50c to \$1.50.—*The Horse and Buggy Age in New England*. Edwin V. Mitchell. Coward, McCann. \$2.75.—*Fifteen-Thirty*. Helen Wills. Scribner's. \$3.—*John Cornelius*. Hugh Walpole. Doubleday, Doran. \$3.—*An Adventure with a Genius*. Alleyne Ireland. Dutton. \$2.50.—*Robinson of England*. John Drinkwater. Macmillan. \$2.50.—*No Royal Road*. Edgar A. Custer. Kinsey. \$3.50.—*Northwest Passage*. Kenneth Roberts. Doubleday, Doran. \$2.50.—*And So—Victoria*. Vaughn Wilkins. Macmillan. \$2.50.—*Swords in the Dawn*. J. O. Beaty. Longmans, Green. \$2.—*The Arts*. Hendrik Willem Van Loon. Simon, Schuster. \$3.95.

Statement of the Ownership, Management, Circulation, Etc.

REQUIRED BY THE ACT OF CONGRESS
OF MARCH 3, 1933

Of The Rotarian, published monthly at Chicago, Illinois, for October 1, 1937.
State of Illinois } ss.
County of Cook }

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Harvey C. Kendall, who, having been duly sworn according to law, deposes and says that he is the Business Manager of The Rotarian and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher: Rotary International, 35 E. Wacker Drive, Chicago, Ill.

Editor: Leland D. Case, 35 E. Wacker Drive, Chicago, Ill.

Asst. to Editor: Paul Teetor, 35 E. Wacker Drive, Chicago, Ill.

Business Manager: Harvey C. Kendall, 35 E. Wacker Drive, Chicago, Ill.

2. That the owner is: (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) Rotary International, an Illinois Corporation, not organized for

pecuniary profit: Maurice Duperrey, Paris, France, President; Chesley R. Perry, Chicago, Illinois, Secretary; Rufus F. Chapin, Chicago, Illinois, Treasurer; no capital stock and no stockholders.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities, are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is: (This information is required from daily publications only.)

(Signed) Harvey C. Kendall.

Business Manager.

Sworn to and subscribed before me this 1st day of October, 1937.

(Signed) R. C. Hilkert.

(My commission expires April 26, 1941.)

Helps for the Club Program Makers

The following reading references are based on *Planning Club Meetings in Advance, 1937-38* (Form No. 251) issued from the Secretariat of Rotary International, 35 East Wacker Drive, Chicago, Ill. The supplementary references may be obtained from your local public library or by writing to the individual State Library Commissions.

THIRD WEEK (DECEMBER)—International Youth Exchange (*International Service*).

From THE ROTARIAN—
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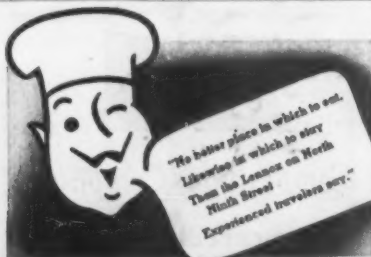
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Left to right: Contributors Putnam, Dimnet, Ohlin, Edwards

Chats on Contributors

MANY-TIME contributor to the columns of THE ROTARIAN is the Canon of Cambay Cathedral in France, **Abbé Ernest Dimnet**, who has taken thinking people of the world on so many excursions into the fields of philosophy and human relations that he is eagerly followed as an authority. His writings have brought him recognition on both sides of the Atlantic, *The Art of Thinking*, probably his most famous book, and *My Old World* being on the "must" list of a multitude of readers. *Is Man Improving?* is the question he asks—and answers—in this issue. . . .

Nina Wilcox Putnam, on her second appearance in THE ROTARIAN, renders a sparkling *Yes* to the debate-of-the-month query, *The Home: Is It Disintegrating?* At 11 she started her career as a writer of verse and fiction; now her record includes a score of books, numberless magazine articles, a newspaper syndicate series. One of her recent works is *Freedom for Two*. Of the Authors' League of America and the Poetry Society of America she is a member. . . . From **Elmer T. Peterson**, formerly editor of *Better Homes and Gardens*, comes a crisp *No* to the monthly argument. For years a Kansas journalist, he later edited the *Wichita Beacon* until 1927. *Trumpets West* is a work of which he is author. He is a former member of the Rotary Club of Des Moines, Iowa.



E. T. Peterson

Since youngster days, **Doron K. Antrim**, *Business on a Musical Scale*, has had a deep interest in music, for it was then he discovered the melody in a second-hand harmonica. Teaching music, selling music, writing about music, have been on his activity agenda for years, even during the War, when he helped soldiers to get fun from music. Since 1928, he has edited *The Metronome*. . . . As a mechanic did **Alfred Edwards**, *Progressive Rotary*, spend his early years in industry, later to become works superintendent and, still later, managing director of Harrison Bros. (England), Ltd. Through his Rotary interest in Community Service and man's responsibility to society, he entered the political arena in 1931 as a Labor Party member. Elected to Britain's Parliament in 1935, he is now an

honorary member of the Rotary Club of Middlesbrough, England. . . . A Past President and member of the Rotary Club of Stockholm, Sweden, **Bertil Ohlin** has since 1929 been professor of economics at Stockholm's Commercial College, a guest professor at the University of California in 1937. An advisor to his Government on numerous committees, he headed, in 1931, the League of Nations inquiry into the causes of the world economic collapse. From his pen have come *Interregional and International Trade* and other works. His theme here: *Sweden Still Has Problems*.

Maurice Duperrey, Not 'Foreigners'—*Friends!*, is President of Rotary International for 1937-38 (see *Maurice Duperrey, the Man*, by André Gardot, August ROTARIAN). He joined the Rotary Club of Paris, France (his classification, abrasives manufacturing), in 1926, and, since, has served as District Governor, International Director, and on many International Committees. He was elected to the Presidency at the Nice Convention. . . . **Lee Davidson**, *The Race to Nowhere*, is the pseudonym of a freelance writer whose words have been widely read. . . . **Marc A. Rose**, 'Free' with Every Purchase—, is a writer whose work has appeared in leading American publications. He has, over the years, been managing editor of the Buffalo (N. Y.) *Evening News*, executive manager of International News Service, editor (1929-35) of *Business Week*. He is a former member of the Buffalo Rotary Club.

Robert M. Hyatt, *Great People Who Never Lived*, has seen his pen products appear in American and European journals, enjoys doing "stuff on little-known themes," makes picture taking of Indians, old ruins, haunted houses, a hobby. . . . **L. Mell Glenn**, *Our 'Pickaninny' Christmas Party*, for years in newspaper and university public-relations work, is secretary of the Chamber of Commerce of Greenville, S. C., and a member of the local Rotary Club. . . . Once more **William Lyon Phelps**, Rotarian of New Haven, Conn., and professor emeritus of Yale University, takes his readers down the pathway to new books in *May I Suggest—*. . . . **Gale Blosser**, *Miss Yellowstone of Perpetual Charm*, is doing graduate work in geology at West Coast universities.

Left to right: Contributors Glenn, Hyatt, Antrim, Rose, Blosser

Photos: (3) Harold Stein; (4) Harris & Ewing



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 Blackfoot, Idaho (w), Oct., 46
 Blackmon, Dr. Heyward J. (w),
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 Blair, Algernon, Award Contracts to
 the Lowest Bidder? Yes! (A de-
 bate with Sydney Webster), July,
 12; (p), July, 64
 Blair-Fish, W. W., The Britain of the
 Booklover, Mar., 22; (s), Amer-
 icanism and Britishism, Oct., 52;
 (w), Editor of London Rotary
 Wheel, Dec., 46; (p), Feb., 52;
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 Blake, Charles G.
 Rotary Art Committees? (o),
 July, 4
 Blakely, Ga. (r), May, 51
 Blakiston, Joe (p), Nov., 43
 Blew, E. W., Photography As a
 Hobby, June, 62
 Blind, assistance to (Dogs Against
 Darkness, by Henry Morton Rob-
 inson), May 28
 Bloomington, Ill. (w), Mar., 46
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 Blosser, Gale, Miss Yellowstone of
 Petpetual Charm, Dec., 40; (p),
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 Bohler, Otto (p), July, 36
 Boland, (Dr.) Frank, Sr. (p),
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 Reviews)

Book Reviews, by William

Lyon Phelps
 Two 'Ten Best' Lists for 1936,
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 59; Aug., 54; Sept., 59; Oct.,
 58; Nov., 60; Dec., 60
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 4; Oct., 4; Oct., 2; Dec., 2
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Boonton, N. J. (r), Sept., 51
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Booth, Dr. Charles D. (r), June, 52

Bootlegging

Now, Merchandise Bootleggers!
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Bos, Carlo, My Friends, the Chinese,
July, 17; Opium Comes Home to
Roost, June, 11; (p), June, 64
Boston, Mass. (p), Dec., 27
Boudreau, Dr. F. G., Microbes Know
No Frontiers, Sept., 26; (p),
Sept., 64
Bowlby, Charles, Jr. (p), May, 48
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Boy Scouts

'Kids and Coppers'—Not in Head-
lines, by Neil M. Clark, Aug.,
28; (p), June, 52; Sept., 49;
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Boys' Work

"Coordinating to Beat the Devil,"
by K. J. Scudder, Sept., 21
Forthright Foresight. What is a
boy? (e), Apr., 35
From Curator to Ex-Curator, by
Alan Devoe, Jan., 28
"Gambling Debunked" (e),
Sept., 35
'Kids and Coppers'—Not in Head-
lines, by Neil M. Clark, Aug.,
28
Our 'Pickaninny' Christmas Party,
by L. Mell Glenn, Dec., 43
A 'Pat on the Back' for Youth,
by Hugh Jones, Aug., 7
Rebirth of the Barefoot Boy—and
Girl, by William F. McDermott,
Nov., 26
The Slums Must Go! by Lewis E.
Laws, Oct., 11
So We Are Calling It—'Boy
Sponsorship,' by Winthrop R.
Howard, June, 36; (p), June,
51; (r), Dec., 51; (p), Aug., 43
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Guidance, Boy Scouts)
Boynton, Clarence N. (p), May, 52
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Brakes for Inflation, by Sir Charles
Morgan-Webb, July, 23
Brandon, William M. (p), July, 44
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Bridger, Jim (Miss Yellowstone of
Perpetual Charm, by Gale Blosser),
(p), Dec., 40
Bridges, Thomas B. (p), Oct., 42
Bristol, R. I. (r), Apr., 46
Bristow, Okla. (w), Sept., 47
Britain of the Booklover (The), by
W. W. Blair-Fish, Mar., 22
British Imperial Conference, 1932
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Britto, Jose Do Nascimento (p), July,
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Brittain, Dr. M. L. (w), Sept., 47
Broadcast Trials? (Debate) Yes, Mit-
chell Dawson; No, Robert Bern-
ays, Oct., 14; (o), Dec., 3
Broadening the Foundations of Peace,
by Sir Arthur Salter, Feb., 8
Brock, Frank W.
Now, Merchandise Bootleggers!
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When Is It What It Isn't?
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Brockelbank, Harold (o), Aug., 4
Bromfield, John D., My Customer,
Right or Wrong! Feb., 19; (p),
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Bronson, Clarence (p), Oct., 42
Brooklyn, N. Y. (p), Feb., 49
Broreim, W. G. (w), May, 48
Brosnan, Dennis W. (p), Sept., 55
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Brown, C. Allyn (p), Mar., 47
Brown, Dewey (p), Dec., 47
Bru, Laredo (w), May, 47
Brummitt, Dan B., Through England
on One Speech, Aug., 37; (p),
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Brush, Allison G.
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Buell, Raymond L., Two-Way Trade
Treaties, Apr., 17; (p), Apr., 64;
(w), Mar., 47

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Apr., 46; (p), Dec., 47; (r),
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Bullock, Lt. Col. C. S. (p), Oct., 42;
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Bumpoo, Natty (Great People Who
Never Lived), Dec., 36
Buning, William De Cock (w),
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Burchell, Charles J. (p), May, 24
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Burley, Fred, Memo for Golfers (e),
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Armored Trucks in Business, by
C. F. McKivergan, Mar., 41
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Blair, July, 12; No, by Sydney
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Edward Beatty, June, 7
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July, 29
We Sell Service, by R. S. Francis,
Jr., July, 20

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ness)

Business Methods

Business on a Musical Scale, by
Doron K. Antrim, Dec., 33
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C. F. McKivergan, Mar., 41
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ness, by Karl K. Krueger,
Apr., 36
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ment, by Lewellyn Lewis,
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Frank W. Brock, May, 42
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Norman Hapgood, Sept., 24; (o),
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Doron K. Antrim, Dec., 33
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by Roger W. Babson, Jan., 8
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Days), Apr., 52
Businessman—the small businessman,
"Practical Charity 'round the
Corner," by Charles A. Dostal,
Sept., 45
But How They Can Smile! by Marie
Schwanke, Nov., 40
Butler, Edna Ramsey, Today We
Live (poem), Mar., 59
Buyer-Seller Relations
My Customer, Right or Wrong,
by John D. Bromfield, Feb., 19
Byerly, George L. (w), Nov., 43
Byington, G. W. (p), May, 52
Byrd, Admiral Richard E., Is a Dark
Age Ahead? Mar., 6; (p), Jan.,
39; Feb., 4; Mar., 9; Mar., 64
Byrer, Harry H. (p), Sept., 33

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Cadwallader, C. Charles (p), July, 44
California Citizens Curb Crime, by
Almon E. Roth, Feb., 14; (o),
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Calkins, Earnest Elmo, Rolling
Homes and Rolling Stones, July,
14; (p), July, 64; June, 2
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nie Lloyd; Joseph W.; E. D.;
Laurence B.; Colin L.; James B.;
Paul Mount; Elmer C.; Dudley;
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Dominion of Canadians, by Wil-
liam Renwick Riddell, Oct., 19
Edmonton, Alta. ("Start in Your
Own Yard"—e), July, 2; (r),
July, 55

Estevan, Sask. (r), Sept., 48
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50; (p), Nov., 47
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More on Careers After Forty, by
Walter B. Pitkin, Jan., 12
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ences, Caribbean)
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Carpenter, Gardner H. (p), Oct., 42
Carr, G. H. (w), Apr., 41
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Dilemma: Small City versus
Large City (A debate with Jesse
R. Sprague), June, 23
Carroll, Dr. Vincent (w), Sept., 46
Carrothers, George E. (o), Apr., 49
Carson, Carville H. (w), Apr., 41
Carswell, J. B. (w), Nov., 43
Carter, Constance (p), Sept., 38
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Carthage—Chicago of Antiquity, by
Byron de Prook, Mar., 45
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63; July, 8; July, 16; Aug., 62;
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Case, Leland D., Inspiration on the
Riviera, July, 30
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Range View, Jan., 7; (p), Jan., 72
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Chadron, Neb. (p), Dec., 51
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Character

Enduring French Family, by
Andre Maurois, Feb., 22
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Henry Morton Robinson,
Jan., 20
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ice)

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Practical Charity 'round the Cor-
ner, by Charles A. Dostal,
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42; (p), May, 51; June, 51;
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Oct., 48
My Friends, the Chinese, by Carlo
Ros, July, 17
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48; Apr., 43; May, 50; Aug.,
49; (w), June, 49
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Tsao, Apr., 7
Christ of the Andes (p), Apr., 42
Christensen, Emiel J. (o), Sept., 54
Christiansburg, Va. (s), Oct., 52

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Our 'Pickaninny' Christmas Party,
by L. Mell Glenn, Dec., 43;
(p), Dec., 45; (r), Dec., 51
Chuckie Girdles the World, by George
E. Vincent, July, 8
Cincinnati, Ohio (r), Sept., 52; (w),
Feb., 47; (p), May, 52
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Cities That Float, by L. Rolandi
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munity Service)
City Beautification
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by Neil M. Clark, May, 15
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Lifting the Face of Main Street,
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Graduate's Dilemma: Small City
versus Large City; Small City,
by Jesse Rainsford Sprague,
June, 22; Large City, by Wil-
lis H. Carrier, June, 23
Claggett, Charles (w), Dec., 47
Clarion, Pa. (The Tablecloth Hurdle
—e), Jan., 41
Clark, Fred C. (p), Oct., 42
Clark, John (w), Aug., 47
Clark, Neil M., 'Kids and Coppers'—
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ing the Face of Main Street, May,
15; (p), May, 64; Aug., 64
Clarke, C. W., Hobby—Rotary Cov-
ers, Feb., 70
Clarke, J. William (p), Feb., 39
Clarksburg, W. Va. (r), Sept., 51;
(w), Nov., 43
Clarksville, Ark. (p), May, 52
Clay, Curtis H., Take Crime News
Off the Front Page? Yes (A de-
bate with Emmet Richards), Feb.,
12; (p), Feb., 72
Clayton, N. C. (w), Nov., 44
Cleaning Up the Laundry Business,
by Karl K. Krueger, Apr., 36
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Clemens, Cyril (Mark Twain's Gold
Hill Holdup), Nov., 38
Clemens, Samuel L. (Mark Twain's
Gold Hill Holdup, by Cyril Clem-
ens), Nov., 38
Cless, George H., Jr. (o), Nov., 51;
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50; (a), Oct., 52; (w), Apr., 40;
(p), June, 51
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"Slaves of Fashion," by Hal G.
Vermes, Sept., 18
Clower, Walter M. (p), Feb., 39
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Have You a Little Phobia? (e), Mar., 36
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Sing, Men, Sing (e), Feb., 33
13 Ways to Kill a Club (e), Oct., 41
There's Romance in Extension, by Allison G. Brush, Mar., 38
Titania's Palace, by Sir Neville Wilkinson, Feb., 45
Topics to Talk About (e), Mar., 36
We Must Lose to Gain, by Maurice Duperrey, July, 7
Cochran, Harry A. (p), July, 45
Coggin, Rodney M. (w), Aug., 48
Comer, David T. (p), Oct., 42
Cokell, George W. (p), Oct., 42
Cold Stars That Fall in Winter, by Robert Sparks Walker, Mar., 17
Cole, A. Elliston (p), July, 44
Coleman, Henry B. (p), Oct., 42
College Athletics Over-emphasized, (o), Mar., 57

College Education

Small College—Or Large One? (Debate), The Small School Trains for Living, by Earl A. Roadman; Large Schools Offer More Opportunities, by John R. Tunis, Aug., 14
Are Fraternities Worth While? (Debate), Yes, Fred H. Turner; No, John R. Tunis, Sept., 14
Training for Living, Robert J. C. Stead, Sept., 43
College Park, Md. (r), Oct., 50
Collie, M. W. (p), Nov., 48
A Colloquy on Profits (e), Aug., 33
Colman, Cecil (p), July, 35
Colombia, Barranquilla (p), Dec., 48
Colombia, Manizales (w), Aug., 48
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Columbus, Ga. (p), Apr., 44
Columbus, Ind. (w), Apr., 41
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Commerce International
Restore Trade, Promote Peace! by Cordell Hull, Sept., 8
Committee Appointments—Vocational Service (w), Mar., 47
Committees, European Advisory Committee Topics to Talk About (e), Mar., 36
Committees, 1937-38 (w), Sept., 47; Oct., 47
Commonplace, the (Glorifying the Commoner), by Louis Untermyer, Nov., 8
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Armored Trucks in Business, by C. F. McKivergan, Mar., 41
California Citizens Curb Crime, by Almon E. Roth, Feb., 14
Fireman, Save My Furniture! by Paul W. Kearney, Apr., 28
Lifting the Face of Main Street, by Neil M. Clark, May, 15
Main Street Perks Up (e), May, 41
Men Pulling Together, by Donald A. Laird, Nov., 14
Our 'Pickaninny' Christmas Party, by L. Mell Glenn, Dec., 43
Safe Streets—At a Price (e), Jan., 40
Safe Streets Sans Sentiment, by A. R. Forster, Jan., 45
Said A to B... (e), Jan., 40
Take Crime News Off the Front Page? (Debate), Yes, by Curtis H. Clay; No, by Emmet Richards, Feb., 12
Trailer Comes of Age (e), July, 29
What Is Your Home Worth? by Hill Ferguson, Jan., 48

Competition, Competitor Relations

Pulling Profits From Prosperity, by Roger W. Babson, Jan., 8
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Conant, Edward Morris (p), July, 44
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Five Important Minutes (e), Feb., 33
So That Man Will Live, by A. D. Hutton, Oct., 7
Tight-Minders vs. Open-Minders, by A. E. Wiggam, May, 19
We Must Lose to Gain, by Maurice Duperrey, July, 7

Conferences

British Imperial, 1932 (p), Oct., 21
Caribbean Regional Conference (w), Jan., 50; Mar., 47; May, 47

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Sixth Pacific Conference in the Pacific (e), Mar., 36; (w), Mar., 47; Fused in the Pacific (e), June, 41
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Connelly, Walter L. (p), Oct., 42
Conover, J. E. (p), Oct., 45
Consumer Cooperatives? (Debate), Yes, by T. Kagawa; No, by J. B. Matthews, May, 11; Sweden Still Has Problems, by Bertil Ohlin, Dec., 12

Contests

Club-of-the-Year, (Recognition for Work Done—e), Jan., 41; (Contest for All Clubs—e), Aug., 33; (w), Aug., 48; Book Review Naming Contest, June, 59
Continental European Office, Zurich (w), Oct., 45

Contracts

Award Contracts to the Lowest Bidder? (Debate), Yes, by Algernon Blair; No, by Sydney Webster, July, 12
Convention (1936) Atlantic City, N. J., Council on Legislation (p), June, 39

Convention—1937 (Nice, France)

Britain of the Booklover, by W. W. Blair-Fish, Mar., 22
Convention On the Riviera, by Will R. Manier, Jr., Jan., 15
Fellowship... At Sea (e), Apr., 35
Inspiration on the Riviera, by Leiland D. Case, July, 30
Memo for Golfers (e), May, 41
Nice: A Convention Pre-View, by Ed. R. Johnson, May, 23
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Sun-Kissed Southern France, by Albin E. Johnson, Apr., 22
That Memorable Opening Day, July, 32
To Nice with Uncle Reggie, by R. A. Berkeley, June, 53
Travel Time Note (e), May, 41
Welcome with Flowers Awaits You! by Howard H. Feighner, Apr., 19
Why to Europe? (e), Jan., 40
(See also: (r), Sept., 50; (w), Jan., 50; June, 48; Aug., 47; Aug., 48)

Convention—1938—San Francisco Committee (p), Dec., 46
Nice—San Francisco (e), July, 28

San Francisco (w), Apr., 40
Convention on the Riviera, by Will R. Manier, Jr., Jan., 15

Conway, V. R. (o), May, 4
Cook, The Family (s), Dec., 52
Cookery, French
Adventures in Eating, by Sisley Huddleston, June, 28

Coolidge, Calvin (p), Jan., 39
Cooper, H. V. (p), July, 44
Cooperatives
(See: Consumer Cooperatives)

Coordinating to Beat the Devil, by K. J. Scudder, Sept., 21; (o), Nov., 2
Copperfield, David (p), Dec., 35
Corpus Christi, Tex. (r), Mar., 50
Corsicana, Tex. (r), Feb., 52
Cortland, N. Y. (w), Mar., 46; (r), Sept., 50

Costa Rica

San Jose (w), Aug., 48
Couch, Harvey C. (w), Nov., 43
Coubes, Emile (p), July, 45
Coultrane, Daniel Branson (w), Mar., 46

Couper, Fred T. (p), Aug., 53
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What A Difference If—, by John R. Tunis, Nov., 17

Covault, Harold I. (p), July, 44
Covers
The Rotarian (o), July, 4; Sept., 4

Cowgill, Lloyd (w), Dec., 46
Crabtree, Thomas (p), Feb., 39
Cralle, Ray B. (w), May, 47
Cravens, Oscar (w), Feb., 52
Crawford, A. S. (p), Feb., 39
Crawford, J. E. (p), Feb., 47
Crawfordville, Ind. Tablecloth Hurdle (e), Jan., 41

Creater, Theodore F. (w), Sept., 46
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Crime

Armored Trucks in Business, by C. F. McKivergan, Mar., 41
Broadcast Trials? (Debate), Yes, Mitchell Dawson; No, Robert Bernays, Oct., 14
California Citizens Curb Crime, by Almon E. Roth, Feb., 14

Coordinating to Beat the Devil, by K. J. Scudder, Sept., 22
Fingerprint Everybody? (Debate), Yes, by John Edgar Hoover, Jan., 16; No, by Sir Basil Thomson, Jan., 18
Illegal Lending Is Bad Business, by William Trufant Foster, Oct., 37
'Kids and Coppers'—Not in Headlines, by Neil M. Clark, Aug., 28
Take Crime News Off the Front Page? (Debate), Yes, by Curtis H. Clay, Feb., 12; No, by Emmet Richards, Feb., 13
The Slums Must Go! by Lewis E. Lawes, Oct., 11

Crippled Children

But How They Can Smile! by Marie Schwanke, Nov., 40
Irish hospital movement initiated by Rotary (w), Aug., 47
Titania's Palace, by Sir Neville Wilkinson, Feb., 45
Want Adventure? Give to Get It! by Ray Giles, Feb., 43

Crop Insurance

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Crowder, Farnsworth, Where No Men Are Enemies, Aug., 11
Crumpp, Stephen (w), Aug., 47
Crying Is Futile (e), Feb., 32

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Cullings, E. R. (o), July, 2
Cummings, George B. (p), July, 44; July, 37
Curtis, Cyrus (w), Dec., 46
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Dahl, George L. (w), Sept., 46
Dallas, Tex. (r), Sept., 52; (p), Oct., 46; (w), Nov., 42
Dameron, William (w), Oct., 46; Nov., 44
Dana, Richard Henry (p), Nov., 61
Daniel, C. P. (w), May, 47
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Danzig, Free City of (German Rotary Clubs Resign—e), Nov., 37
Darby, Rufus C. (p), Aug., 48
Darnall, H. A. (o), Dec., 2
Darsh, Charles H. (o), Sept., 54
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Dater, Alfred W. (p), Jan., 39
Daughter of a Rotarian (o), Nov., 3
Davidson, Jim (p), July, 53
Davidson, Lee, The Race to Nowhere, Dec., 28
Davis, Dr. Fred U. (p), Oct., 42
Davis, Watson, Television—How Soon? Feb., 25; (p), Feb., 72
Dawson, Mitchell, Broadcast Trials? (Debate), No, Robert Bernays; Yes, Mitchell Dawson, Oct., 14; (p), Oct., 64
Dayton, Ohio (r), Aug., 51
Deaf (But How They Can Smile! by Marie Schwanke), Nov., 40
Dean, William E. (p), Oct., 42
Dearborn, Mich. (p), Oct., 42
Death Laid His Hand, by Dorothy Agard Ansley (poem), Mar., 60
Debaets, Belgium Bicycle Racer (p), Dec., 31

Debates

Are Fraternities Worth While? Yes, Fred H. Turner, Sept., 14; No, John R. Tunis, Sept., 16
Award Contracts to the Lowest Bidder? Yes, by Algernon Blair, July, 12; No, by Sydney Webster, July, 13
Broadcast Trials? Yes, Mitchell Dawson, Oct., 14; No, Robert Bernays, Oct., 15
Consumer Cooperatives? Yes, by T. Kagawa, May, 11; No, by J. B. Matthews, May, 13
A Department of Peace? Yes, Frank E. Gannett, Nov., 12; No, Pertinax, Nov., 13
Fingerprint Everybody? Yes, by John Edgar Hoover, Jan., 16; No, by Sir Basil Thomson, Jan., 18

Graduate's Dilemma, Small City versus Large City, Small City, by Jesse Rainsford Sprague, June, 22; Large City, by Willis H. Carrier, June, 23
The Home: Is It Disintegrating? Yes—And How! Nina Wilcox Putnam, Dec., 14; No—It's Stronger Than Ever, Elmer T. Peterson, Dec., 17
Should We Abolish Bridge? Yes, by Silas Bent, Mar., 10; No, Never! by Clinton P. Anderson, Mar., 13
Should We Insure the Wheat Crop? Yes, by A. G. Black, Apr., 12; No, by Robert E. Sterling, Apr., 13
Small College or Large One? The Small School Trains for Living, by Earl A. Roadman; Large Schools Offer More Opportunities, by John R. Tunis, Aug., 14
Take Crime News Off the Front Page? Yes, by Curtis H. Clay, Feb., 12; No, by Emmet Richards, Feb., 13

DeBurn, Raynor (o), July, 4
Deckers, Emile (p), July, 45
Deerhake, Dr. W. A. (w), Nov., 43
De Forest, (Dr.) Lee (p), Feb., 65
Degrees in Rotary (Where Oldsters Commence—e), Dec., 39
Deimel, Henry L. (w), Mar., 47
DeKalb, Ill. (p), Oct., 42
Delano, Frederic A. (o), Feb., 55
Del Rio, Texas (r), July, 55; Honor French Rotarians, Sept., 50
De Micheli, Giuseppe (p), May, 48
Deming, N. Mex. (w), Dec., 46
Dempsey, Jack (p), Apr., 44
Denison, George P. (r), Aug., 42
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Department of Peace, (Debate), Yes—Frank E. Gannett; No—Pertinax, Nov., 12
De Prorok, Byron, Carthage—Chicago of Antiquity, Mar., 45; (p), Mar., 45
Detroit, Mich. (p), Dec., 27
Deutz, Charles (p), Feb., 39
Devoe, Alan, From Curator to Ex-Curator, Jan., 28; (p), Jan., 72
Dickerson, Roy E., I'm Bunkered Now, But—, Nov., 59; What's the Matter with Our Bill? Apr., 14; (p), Apr., 64
Dimmet, Abbe Ernest, Is Man Improving? Dec., 8; (p), Dec., 64
Dineen, J. W. (o), Jan., 2
Diplomats Dine with Washington Rotarians, Apr., 33
Dirt Artist (The), by Mildred D. Shacklett (poem), June, 27

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3 (Three) (r), Jan., 53
5 (Five) (w), Feb., 47
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20 (Twenty) (r), Feb., 50
21 (Twenty-one) (p), Jan., 51
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42 (Forty-two) (r), Jan., 53
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49 (Forty-nine) (r), Feb., 49
52 (Fifty-two) (w), May, 47
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91 (Ninety-one) (r), Feb., 49
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Dormont, Pa. (p), May, 49; July, 55
Dostal, Charles A., Practical Charity 'Round the Corner, Sept., 45; (p), Sept., 64
Dover, N. J. (r), Jan., 54; (p), Jan., 68
Dowdle, George A. (w), Dec., 46
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 Duncan, John (p), Oct., 42
 Duglinson, George, Jr. (w), Feb., 47
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 Duperrey, Maurice, Not 'Foreigners'—Friends! Dec., 20; We Must Gain to Lose, July, 7; Maurice Duperrey, the Man, by André Gardot, Aug., 26; Rotary in 50 Words or So (e), Oct., 40; News Is Made (e), Dec., 38; Forward—Like an Elephant (e), Dec., 38; (r), Sept., 50; Dec., 51; (w), Sept., 47; Oct., 45; Nov., 42; (p), July, 6; July, 35; July, 42; Aug., 26; Aug., 27; Aug., 46; Dec., 48; Dec., 49
 Durham, N. C. (r), Feb., 51
 DuTeau, E. F. (o), Nov., 3
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Eager, George T., Help Him Get That Job, June, 32; There's Always a New Crowd! Aug., 20; (p), June, 64; Aug., 64
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 Sweden Still Has Problems, by Bertil Ohlin, Dec., 12
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Cuenca (p), Feb., 51
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Training for Living, Robert J. C. Stead, Sept., 43
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 Female and the Specie, by H. M. Robinson (o), Jan., 2
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 Fischer Charles A. (p), Feb., 39
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Government

Canada: Dominion of Canadians,
by William Renwick Riddell,
Oct., 19
Goyette, Arthur E. (p), Oct., 42
Graduate's Dilemma (The): Small
City versus Large City (debate),
Small City, by Jesse Rainsford
Sprague, June, 22; Large City,
by Willis H. Carrier, June, 23
Grady, Henry W., Jr. (p), Aug., 48
Grady, Henry W. Sr. (p), Aug., 48
Graci, William P. (w), Oct., 46
Graham, J. Watt (p), May, 52
Grand Central Station, New York
(p), Dec., 32
Grass-Roots Approach (e), Nov., 36
Gravell, J. Harvey (w), Mar., 46

Gray, Fred W. (p), July, 33
Gray, George E. (p), Oct., 42
Grayson, David (w), Jan., 51
Great Bend, Kans. (r), July, 55
Great People Who Never Lived, by
Robert M. Hyatt, Dec., 35

Greece

Athens (r), Dec., 49
Salonika (r), June, 50
Green, John V. (p), Feb., 39
Green, Raymond H. (p), July, 44
Greene, Edward L. (o), Dec., 2
Greene, Kenneth C., Aug., 53
Greenville, Mich. (r), Apr., 45
Greenville, N. C. (p), Dec., 47
Greenville, Ohio (w), Sept., 46
Greenville, S. C., Our 'Pickaninny'
Christmas Party, by L. Mell Glen,
Dec., 43; (w), Oct., 46; Dec., 46;
(r), Sept., 51; Oct., 50
Greenwich, Conn., Christmas Lunch-
eons, Oct., 50; (p), Jan., 54
Gregory, Harold K., Hobby-Movie
Photography, May, 54
Greiner, Russell (p), July, 36
Greiner, Mrs. Russell (p), July, 40
Grinnell College (p), June, 51
Groff, John S. (p), Oct., 42
Grouch (On Glorifying the Grouch,
by George Ade), Sept., 11
Grove, Edward T. (p), Oct., 42
Gruber, Wilber, The Seven Facets
of Rotary, Nov., 7; (p), Nov., 64
Guedalla, Philip (p), Apr., 60
Guest, Edgar A. (p), Nov., 48
Gullickson, G. L. (p), Oct., 42
Gump, Andrew (Great People Who
Never Lived), Dec., 36
Gundaker, Guy (r), Dec., 51
Guyton, J. Avery (w), Sept., 46
Gwinn, D. B. (p), Mar., 47
Gwinn, James A. (p), Mar., 47

H

Habenicht, George (p), Feb., 47
Habenicht, Rudie (p), Feb., 47
Hager, George C. (p), July, 36
Hagman, Walter P. (p), July, 44
Hall, Frank D. (w), Aug., 47
Hall, John (p), Sept., 37
Hall-Jones, Frederick G. (p),
July, 45
Ham, Raymond (p), July, 44
Hamaker, W. B. (p), Aug., 46
Hamden, Conn. (r), June, 51
Hamilton, Leland P. (w), June, 48
Hammond, Ind. (r), Nov., 47
Hampton, Va. (r), Feb., 51
Hamtramck, Mich. (r), July, 55
Hanson, George A. (w), Jan., 50
Hapgood, Norman, Business Morals
on the Upgrade, Sept., 24
Happ, Lee M., Hobbies: Fish Cul-
ture, Sept., 62; (o), Oct., 2
Harding, Austin (w), Sept., 46
Hardy, Evelyn, Nesting Swallows
(Poem), May, 46
Hare, Walter Ben (p), May, 52
Harris, Aileen (p), July, 56
Harris, Arthur J. (w), Apr., 40
Harris, Evelyn (w), Apr., 40; (p),
June, 61; Aug., 48
Harris, George (p), Apr., 41
Harris, Joel C., Jr., Yes, I Was Sore
About Extension, Oct., 28; (w),
Apr., 40; May, 47; Oct., 45; (p),
June, 61; Aug., 48; Oct., 64
Harris, Paul P. (r), Nov., 47; Dec.,
50; (w), Apr., 40; June, 48; Aug.,
48; (p), Jan., 39; Feb., 46; Feb.,
50; Mar., 49; May, 49; June, 43;
July, 34; Aug., 46; Aug., 51
Harris, William C. (w), Apr., 40
Harris, William J. (w), Sept., 46
Harrisonburg, Va. (w), Mar., 46;
(r), May, 52
Hart, Dr. Albert Bushnell (p),
Dec., 27
Hart, Hugh M., Hobby-stamp col-
lecting, Feb., 70
Harte, Bret (p), Dec., 37; Nov., 60
Hartford, Conn. (r), Oct., 50
Hartman, Don U. (p), Feb., 39
Hartman, Marcella, Tourist's Lament
(Poem), Sept., 58
Hartshorn, Stewart (w), Mar., 46
Hastings, Harry G. (p), Aug., 48
Hastings, Mich. (r), Sept., 49
Hastings, W. Raymond (p), Aug., 48
Hauck, Tom (p), Aug., 63
Have You a Little Phobia? (e),
Mar., 36
Haverhill, Mass. (w), Feb., 46;
Mar., 46
Havre, Mont. (p), May, 52

Hawaii

(See Club, Honolulu, etc.)
National Flag (w), Aug., 48
Hawkins, W. J. (w), June, 49
Hayden, Senator Carl (w), Nov., 43
Hayford, I. B. (o), Nov., 50
Hazard, Ky. (p), Oct., 42
Hazleton, Pa. (r), Jan., 55
Head, Walter D., Needed: A 'Spare-
Tire' Language, Mar., 28; (p),
Mar., 64

Health

Before and After Forty, by Dr.
Charles H. Mayo, June, 24
Thrust and Parry for Health, by
Sisley Huddleston, Mar., 25
Microbes Know No Frontiers, by
Dr. F. G. Boudreau, Sept., 26
Heaps, Dr. Warren T. (p), Oct., 42
Hebie, Vasant K. (o), Dec., 4
Heermance, Edgar L., To a Worried
College Student, Apr., 50
Heiman, O. C. (p), Feb., 39
Heleena, Ark. (r), Nov., 48
Heller, E. M. and Mathias (p),
Oct., 32
Help Him Get That Job!, by George
T. Eager, June, 32
Henderson, Kent (w), Aug., 47
Henley, John (w), Jan., 51
Henning, Lloyd C. (p), Oct., 42
Hernandez, Ricardo (p), July, 44
Herrick, Charles E., Hobby-Stamp
collecting, Feb., 70
Herring, Hubert (w), Mar., 47
Hertzog, General (p), June, 43
Heumann, Solomon (w), Sept., 46
Heun, Robert E. (w), June, 49
Hiawatha (p), Dec., 37
Hibschman, Harry, Yes—But That's
the Law, Oct., 33; (p), Oct., 64
Hickmon, T. E. (w), Feb., 47
Hickmon, Walter C. (o), May, 2
Higgins, Otto P. (o), Oct., 4
Higginsville, Mo. (p), May, 15
Highland Park, Ill. (r), Sept., 50
Hill, Everett W. (w), Oct., 46
Hill, Robert L. (w), Feb., 46;
June, 48
Hillsboro, Ill. (w), Mar., 46
Hines, Herbert (p), Apr., 40
Hinkley, F. W. (p), Nov., 42
Hinman, H. Hyland (p), Oct., 42
Hinman, Henry L. (p), Oct., 42
Hinojosa, Diego A. (p), Feb., 39
Hinson, Dr. P. F. (p), Oct., 42
Hird, Lewis A. (s), Oct., 52
Hirschy, E. D. (p), Oct., 42
History

Carthage—Chicago of Antiquity,
by Byron de Prorok, Mar., 45
Is Man Improving? (Abbé Ernest
Dimmet), Dec., 8
Rotary, May, 7
Rotary (See: Rotary, Growth of)
Hitler, Adolf, Receives French sons
of Rotarians; (Not 'Foreigners')—
Friends, 21
Hobart, Okla. (r), Feb., 51
Hobart, Tasmania (p), Oct., 43

Hobbies

Bird Refuge, Oct., 62
Country Auction, Nov., 49
Field (The), Jan., 70; Mar., 62
Fish Culture (Hobby of Lee M.
Happ), Sept., 62
Geology, Mar., 62
Hobby Exhibitions, Aug., 42
Philately (Hobby of Eugene
Klein), Jan., 70; Feb., 70
Photography, R. E. O'Boiger,
Apr., 47; Harold R. Gregory,
May, 54; E. W. Blew and W.
H. McKellar, June, 62; R. E.
O'Boiger, July, 62
Pick Your Hobby (e), Mar., 37
Postal History (Hobby of Stephen
G. Rich), Feb., 70
Rotary Covers (Hobby of C. W.
Clarke), Feb., 70
Toy Railroads (Backyard Trains,
by Weldon Melick), Aug., 44
Where No Men Are Enemies, by
Farnsworth Crowder, Aug., 11
Hobbs, Wm. J. (p), Apr., 41
Hodges, Vernon (p), Oct., 42
Hofford, William F. (p), Oct., 42
Holbrook, Ariz. (p), Oct., 42
Holland, Harlem (w), June, 48
Holland, Mich. (p), May, 49
Hollick-Kenyon, Herbert (w),
Nov., 42
Hollister, Lloyd (p), Oct., 42
Hollywood, Fla. (r), June, 51
Holman, Arthur S. (p), Feb., 47
Holman, C. Devens (p), Feb., 47
Holton, Kans. (p), Dec., 47
Home (The): Is It Disintegrating?
(Debate) Yes and How! declares
Nina Wilcox Putnam; No It's
Stronger than Ever says Elmer
T. Peterson, Dec., 14
Home Ownership (What Is Your
Home Worth? by Hill Ferguson),
Jan., 48
Home-Town Editor Speaks (The),
by W. Earle Dye, July, 26; Com-
ment on, Sept., 4
Honedale, Pa. (w), Jan., 51
Honesty
(See Crime: Crime Prevention,
Ethics, Business)

Hong Kong

Hong Kong (r), Aug., 49; Feb., 48
Honolulu, Hawaii (r), Sept., 52;
(w), Apr., 40; (p), Aug., 42
Hooper, Dr. Dorsey E. (p), Oct., 42
Hoover, Herbert C. (p), Jan., 39

Hoover, John Edgar (p), Jan., 16;
Fingerprint Everybody? Yes (A
debate with Basil Thomson),
Jan., 16
Hopkins, H. A. (p), Oct., 42
Hopkins, Mark (p), Aug., 56
Hornbaker, Frank W. (p), Feb., 39
Hornell, N. Y. (r), Oct., 50
Horner, Henry (p), Feb., 46
Horspool, William J. (p), May, 52
Horton, Bert (p), June, 51
Horton, Roland S. (p), July, 44
Horton, W. R. (p), Dec., 47
Horwath, Edmund J. (o), Dec., 3
Horwinski, Edmund (p), Oct., 42
Horwinski, Max (p), Oct., 42
Hotels (On Glorifying the Grouch,
by George Ade; And Now a Let-
ter to Mr. Ade, by J. Knight
Willy), Sept., 11
Houghton, Mich. (r), Sept., 50
Houk, Guy L. (p), July, 45
Hostetter, Dr. A. H. (w), Feb., 47
House, W. Watson (p), July, 44

Housing

Man's Diary in Sticks and Stones,
by Bertrand Russell, June, 15;
'Knocked, Blocked' (I. C. Gar-
ber), (s), Dec., 52
State-financed (p), Dec., 12
Houston, Tex. (p), Feb., 48; (r),
Sept., 52
Hovey, Harry E. (w), June, 48
Howard, Clarence H. (p), Jan., 39
Howard, Edward H. (p), Oct., 42
Howard, Edwin (w), Dec., 46
Howard, Mrs. Sarah Anne (p),
Dec., 46
Howard, Winthrop R., So We Are
Calling It—'Boy Sponsorship',
June, 36; (p), June, 64
Howarth, John B. (p), Oct., 42
Howe, Mr. and Mrs. Harrison E. (p),
July, 40
Howell, Albert J. (p), Feb., 47
Howell (Dr.) Edgar H. (p), Feb., 47
Howes, Cecil (p), July, 41; July, 44
Howland, Douglas C., Aug., 53
Huddleston, H. Grady (p), July, 45
Huddleston, Sisley, Adventures In
Eating, June, 28; Thrust and
Parry for Health, Mar., 25; (p),
Mar., 64; June, 64
Hudson, Mass., Christmas celebra-
tion, Dec., 51
Hufford, Arthur F. (p), Aug., 53
Hughes, Ardis (w), June, 49
Hughes, Mr. and Mrs. Edward E.
(p), Aug., 51
Hughes, George A. (p), Oct., 42
Hughes, Harry (p), Jan., 56
Hughes, John (p), July, 45
Hughes, William W. (p), June, 49
Hugo, Okla. (r), May, 50
Hugo, Victor (So That Man Will
Live, Dr. A. D. Hutton), Oct., 7
Hull, Cordell, Restore Trade, Pro-
mote Peace! Sept., 8; (p), Apr.,
17; Sept., 8
Hull, Morton (w), Mar., 47
Hull, Mrs. Morton (p), July, 41
Hulsken, Peter M. (o), Aug., 2
Humbert, Reuben (s), Oct., 52
Humor, A Chuckle Girdles the World,
by George E. Vincent, July, 8
Humphrey, Charles, Jr. (p), Nov., 42
Humphrey, Charles M. (p), Nov., 42

Hungary

Budapest (w), Mar., 47
Debrecent, The Hobbyhorse Hitch-
ing Post, May, 54
Győr (r), Nov., 45
Nyiregyháza (r), July, 52
Hunt, Charles E. (p), Feb., 52
Hunter, Dr. E. Crossley (w),
Nov., 43
Hunting (The World's Worst Shot
by Harry Elmore Hurd), Oct., 25
Huntington, W. Va. (p), Mar., 47
Huntington Park, Calif. (p), July, 52
Hurd, Harry Elmore, The World's
Worst Shot, Oct., 25; (p), Oct., 64
Hurst, Hazel (p), June, 48
Hurt, Dr. John Jeter (w), May, 47
Huston, C. E. (p), July, 36
Huston, Ethel (o), Sept., 54
Hutton, A. D., So That Man Will
Live, Oct., 7; (p), Oct., 64
Huyek, Philip H. (p), July, 44
Hvistendahl, Yngvar (p), July, 45
Hyatt, Robert M., Great People Who
Never Lived, Dec., 35; (p),
Dec., 64
Hyde, Frank (p), June, 50
Hyka, J. V. (p), July, 36; July, 45

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'I Sought for Joy . . .' (e), Jan., 41
Iceland (p), Jan., 51
Idea Catches On (e), Dec., 39
If Business Is to Lead—by Sir
Edward Beatty, June, 7
Illegal Lending Is Bad Business by
William Trufant Foster, Oct., 37;
(o), Dec., 2
Iloilo, John (w), Mar., 47

- Imre, Joseph (w), Mar., 47; (p), July, 42**
- India**
Bangalore (r), Oct., 48
Bombay (r), June, 50; Aug., 49; Nov., 45; Dec., 27
Jamshedpur (r), Sept., 48
Karachi (r), Jan., 52
Indians (p), Dec., 37
Inflation (Brakes for Inflation by Sir Charles Morgan-Webb), July, 23
Inspiration on the Riviera by Leland D. Case, July, 30
- Institutes of International Understanding**
Beam of Light for This Dark Day by Peter Molyneux, Nov., 20
'Grass-Roots' Approach (e), Nov., 36
Beloit, Wis. (r), June, 52
- Insurance**
Agricultural (Should We Insure the Wheat Crop? Yes—by A. G. Black, Apr., 12; No! by Robert E. Sterling), Apr., 13
Blanket (cartoon), Nov., 52
Insurance Men Make News (e), Nov., 36
Intercity Meetings (p), Dec., 51
- International Friendship**
(See: Friendship; International Service)
- International Health Agencies**
Microbes Know No Frontiers by Dr. F. G. Boudreau, Sept., 26
- International Relations**
A Department of Peace? Yes—Frank E. Gannett, Nov., 12; No! Pertinax, Nov., 13
Round-Table Way (e), May, 41
Manila K. Parekh (s), Dec., 52
This Shrinking World by Dr. Frank Kingdom (s), Dec., 52
Way to Peace by Sir George Paish, May, 8
(See also: Peace)
Institute for Past Officers of Rotary International (w), Feb., 46
- International Service**
Beam of Light for This Dark Day by Peter Molyneux, Nov., 20
Broadening the Foundations of Peace by Sir Arthur Salter, Feb., 8
Crying is Futile (e), Feb., 32
Footnoting Maurois (e), Feb., 32
Fourth Object Footnote (e), June, 40
Hobbyhorse Hitching Post, May, 54
Is a Dark Age Ahead? by Admiral Richard E. Byrd, Mar., 6
Japanese View of Rotary by S. Sheba, Mar., 5
Mud Thrown, Ground Lost (e), May, 40
My Friends, the Chinese by Carlo Bos, July, 17
Needed: A 'Spare-Tire' Language by Walter D. Head, Mar., 28
New Ways to Think by Salvador de Madariaga, June, 8
Peace Via the Ether (e), Aug., 33
Rotary and the Chaco War (e), June, 40
Rotary—a Long-Range View by Antonin Cekota, Jan., 7
Rotary Takes Root in Malaya by Richard Sidney, July, 49
Start in Your Own Yard (e), July, 28
Swedish View of Rotary by Kurt Belfrage, Sept., 7
Travel Not a Cure-All (e), May, 40
Way to Peace by Sir George Paish, May, 8
Why to Europe? (e), Jan., 40
Question (w), Nov., 42
Store Window (p), Nov., 48
- International Trade**
Restore Trade, Promote Peace! by Cordell Hull, Sept., 8
Two-Way Trade Treaties by Raymond Leslie Buell, Apr., 17
World Peace Through World Trade by Thos. J. Watson (o), Nov., 50
International Youth Exchange (See: Youth Exchange)
Internationalism (Where No Men Are Enemies by Farnsworth Crowder), Aug., 11
Inventions (The Scientist and Society by Sir Josiah Stamp), Aug., 8
Ipsen, Ernst J. (p), July, 45
- Ireland**
Belfast (r), Nov., 45
Dublin (w), Aug., 47
Ironwood, Mich. (p), Nov., 42
Irvington, N. J. (p), July, 54
- Is a Dark Age Ahead?** by Admiral Richard E. Byrd, Mar., 6; (o), Apr., 2; May, 2
- Is Man Improving?** by Abbé Ernest Dimnet, Dec., 8
- Italy**
Cuneo (r), Apr., 42
Florence (p), May, 48
Messina (r), June, 50
Novara (r), Mar., 48
Perugia (r), Dec., 49
Torino (r), Nov., 45
Venice (p), June, 43
Verona (r), Dec., 50
Ithaca (N. Y.) Plan (r), Oct., 51
- J**
- Jackson, Miss. (p), Feb., 46
Jackson, Tenn. (r), Apr., 40; (w), May, 47
Jacksonville, Fla. (r), Apr., 46; Sept., 51
Jacobs, Edward W. (p), May, 52
Jaggart, "Jim" (o), June, 2
James, F. E. (p), Feb., 52
Jamison, Marjorie (w), May, 47
- Japan**
America Student Conference (p), Oct., 32
Hiroshima City (p), Apr., 43
Tokyo (r), Jan., 52; Mar., 48; July, 52; Nov., 43; (w), Sept., 40; Nov., 42; (p), Dec., 21
Young Hands Across the Pacific, by Yasmasa Togo, Oct., 31
Japanese View of Rotary, by S. Sheba, Mar., 5
- Java**
(See: Netherlands Indies)
Jeffersonville, Ind. (r), June, 52
Jenkins, Carey H. (p), Aug., 53
Jenks, W. J. (w), Feb., 40; (p), Jan., 52; Sept., 33
Jennings, R. C. (w), Aug., 48; (p), July, 45
Jersey City, N. J. (w), May, 47
Johnson, Albert (p), Apr., 38
Johnson, Albin E. (Sun-Kissed Southern France), Apr., 22; (p), Apr., 64
Johnson, Charles E. (p), Oct., 42
Johnson, Ed. R., Nice: A Convention Pre-View, May, 23; (w), Jan., 51; Feb., 47; (p), May, 64; July, 39; Aug., 46
Johnson, Herbert W. (w), Dec., 46
Johnson, Louis A. (w), Nov., 43
Johnston, James A. (p), Aug., 55
Johnston, F. Roy (p), Aug., 42
Johnstone, Alexander P. (s), Oct., 52
Johnston, E. L. (o), Mar., 54
Johnstown, Pa. (r), Jan., 54
Joliet, Ill. (r), Mar., 52; (w), Mar., 45; (p), Apr., 38
Jones, Chester Lloyd (r), June, 52
Jones, Garland M. (w), Oct., 45
Jones, Hugh, A 'Pat on the Back' for Youth, Aug., 7; (p), Aug., 64
Jones, William Owen (p), Aug., 53
Joplin, Mo. (w), Dec., 46
Jordan, J. D. (w), Dec., 46; (p), Nov., 29
Jordan, Roy V. (o), Jan., 4
Josselyn, Lloyd W. (o), Dec., 2
- Journalism**
Home-Town Editor Speaks by W. Earle Dye, July, 26
Mud Thrown, Ground Lost (e), May, 40
Take Crime News Off the Front Page? Yes by Curtis H. Clay, Feb., 12; No by Emmet Richards, Feb., 13
- Judges**
(See: Laws and Legislation)
Jugoslavia (See: Yugoslavia)
Junction City, Kansas (p), Oct., 42
Juneau, Alaska (r), Apr., 42
Jupiter Terrace (p), Dec., 42
- Jury Service**
(See: Laws and Legislation)
Juvenile Delinquency
(See: Boys' Work; Crime and Crime Prevention)
- K**
- Kagawa, Toyohiko, Consumer Cooperatives? Yes—(Debate with J. B. Matthews), May, 11; (p), May, 11; May, 64
Kalat, G. W. (p), Feb., 39
Kankakee, Ill. (p), Dec., 45
Kansas City, Mo. (w), Mar., 46; (r), July, 55
Karstaedt, Clinton F. (o), Apr., 2
Kastler, A. W. (o), Jan., 2
Katzenberger, G. A. (w), Sept., 46
Kauai, Hawaii (w), Nov., 42
Kearney, Paul W., Fireman, Save My Furniture! Apr., 28
Keim, Carl A. (p), May, 47
Keister, William H. (w), Mar., 46
- Kendig, John F., Aug., 53
Kennore, N. Y. (r), Sept., 50
Kennett, William C., Hobby-Philately, Feb., 70
Kenny, Kerin J. (w), Aug., 47
Kenosha, Wis. (w), Aug., 48
Kent, Charles W. (o), Sept., 54
Kenwell, A. J. (w), Sept., 46
Kern, Robert H., Jr. (p), July, 45
Kerrville, Tex. (w), Aug., 47
Ketchikan, Alaska (r), May, 49; June, 50; (p), Nov., 46
Kewanee, Ill. (r), Mar., 51; Apr., 45; Sept., 50; (p), Oct., 42
Key West, Fla. (r), Feb., 50
'Kids and Coppers'—Not in Headlines, by Neil M. Clark, Aug., 28; (o), Oct., 4
Kilian (p), Dec., 31
Kilmarnock Irvington-White Stone, Va. (w), Aug., 48
King, MacKenzie (p), Apr., 17
King, Paul H. (p), June, 48
Kingdon, Dr. Frank (s), Dec., 52
Kingshorn, I. G., Glenn Morris, Olympic Star, Jan., 56
Kingsport, Tenn. (w), May, 47; (r), June, 52
Kinston, N. C. (p), Oct., 42
Kipling, Rudyard (p), May, 45
Kittrell, J. R. (p), Dec., 47
Kittrell, R. G. (o), Dec., 4
Klein, Eugene, Hobbyhorse Hitching Post, Stamp Collecting, Jan., 70
Kliwer, Henry B. (p), Oct., 42
Klimes, George V. (p), July, 44
Klumph, Arch C. (r), Dec., 51
Knapp, Dr. Bradford (s), Oct., 52
Knight, A. W., Safety Work at the Crossroads, Aug., 22; (p), Aug., 64
Knopp, R. J. (p), Feb., 52
Knoses, Tully C. (p), July, 44
Knowles, George B. (p), Feb., 39
Knudsen, Sven (p), Dec., 21
Knutson, John O. (w), Feb., 47
Koepke, C. R. (p), May, 52
Kokomo, Ind. (r), June, 51
Koos, Dr. Zoltan (p), July, 45; Aug., 51
Kopf, Benj. F. (p), Oct., 42
Korndorfer, Raymond L., Aug., 53
Kothawala, Lieutenant and Mrs. J. D. (p), July, 39
Krajenke, Clarence R. (r), July, 55
Kroeger, O. G. (p), July, 36
Krueger, Karl K., Cleaning Up the Laundry Business, Apr., 36; Picnic for Peddlers, Nov., 48
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- Labor**
Sit-Down Problem (e), Apr., 34
When Men Work Well by Edward J. Barcalo, Sept., 31
(See also: Employer-Employee Relationships)
Lafayette, Ind. (r), July, 54; Aug., 52; (p), Dec., 45
Laguna Beach, Calif. (w), Sept., 46
Laird, Donald A., Men Pulling Together, Nov., 14; A Psychologist Looks at Rotary, Oct., 16; (p), Oct., 64
Lakewood, N. J. (r), July, 54
Lamade, Dietrick (w), Nov., 43
Lamb, Frank H. (p), Dec., 27
Lambright, Edwin D. (w), May, 47
Lame, C. C. (w), Apr., 40
La Mesa, Calif. (r), Dec., 50
Lamm, Jacob (p), Feb., 39
Lancaster, Pa. (r), Oct., 49
- Language**
Glorifying the Commonplace by Louis Untermyer, Nov., 8
Needed: A 'Spare-Tire' Language by Walter D. Head, Mar., 28
Lanier, Mrs. Charles F. (w), Nov., 44
Lanier, Frank (w), Nov., 44
Laredo, Tex. (r), Nov., 46; (p), July, 53
Larkin, John D., Sr., John D., Jr., & John D. III (p), Dec., 59
Larson, E. E., 'I Sought for Joy', (e), Jan., 41
Larter, Dr. Edwin R. (p), May, 52
Latrobe, Pa. (r), Sept., 52
Lauer, C. F. (o), Oct., 4
Laundries, Commercial (Cleaning Up the Laundry Business by Karl K. Krueger), Apr., 36
LaVarre, William, Exploring for Profit, Aug., 16
Law, Thomas C. (w), Oct., 45
Lawes, Lewis E., The Slums Must Go! Oct., 11; (p), Oct., 64
Lawrence, David, Rotary Appraisal (e), Feb., 32
Lawrence, Roy C., Hobby-Philately, Feb., 70
- Laws and Legislation**
Canada: Dominion of Canadians by William Renwick Riddell, Oct., 19
Broadcast Trials? (Debate) Yes, Mitchell Dawson; No, Robert Bernays, Oct., 14
- Yes—But That's the Law by Harry Hirschman, Oct., 33
League of Nations
Health Organization (Microbes Know No Frontiers by Dr. F. G. Boudreau), Sept., 26
Tapestries (p), Aug., 48
Leavenworth, Kans. (r), Sept., 50; (p), May, 16
Leavitt, Louis S. (o), Oct., 2
Lebanon, Ohio (w), Nov., 44
Leberman, Joseph E. (p), Oct., 42
Lebrun, Albert (w), June, 48; receives sons of German Rotarians, Dec., 23; (p), Mar., 46; July, 32; Dec., 22
Leel, C. C. (w), Aug., 48
Lefler, Charles D. (w), Sept., 46
Lefort, Georges R. (p), July, 37; July, 45
Legislation, Rotary (Rotary's Council on Legislation, by Almon E. Roth), June, 39
Leighton, Pa. (p), Oct., 42
Lenoir, N. C. (r), Jan., 53
Leominster, Mass. (r), July, 54
Leoturner, Alfred (p), Dec., 30
Leverton, Derrick (p), Sept., 38
Leverton, Stanley (p), Sept., 38
Lewis, Lewellyn, An English Profit-Sharing Experiment (Rowntree Cocoa Works), Jan., 42
Lewis, Sinclair, Rotary Appraisal (e), Feb., 32
Lewiston, Idaho (w), Apr., 40
Lexington, Mass. (p), May, 47
Library Extension (o), Aug., 4
Livesavers of the Bush by Sir James Barrett, Aug., 34
Lifting the Face of Main Street by Neil M. Clark, May, 15; (o), June, 4
Lillick, Ira S. (o), Dec., 3
Lindauer, Herman (w), Dec., 47
Lindsay, Sir Ronald (r), Apr., 33
Lipscomb, A. B. (s), Dec., 52; (p), Dec., 52
Lister, Joseph (p), June, 25
- Lithuania**
Kaunas (r), June, 50; (p), Feb., 51
Littlefield, Tex. (r), Nov., 46
Little Rock, Ark. (p), Nov., 20; (r), Aug., 50
Livingston, Mont. (r), Aug., 51
Livsey, J. O. C. (p), July, 39
Lloyd George, David (A Beam of Light for This Dark Day, by Peter Molyneux), Nov., 20
Loan Sharks (Illegal Lending Is Bad Business), by William Truitt Foster, Oct., 57
Lockhart, Arthur M. (o), Apr., 49
Lockhart, Bert (p), Oct., 42
Loize, Sir Oliver (Science Builds on a Long Past), Jan., 24; (p), Jan., 72
Lodge, Vallance (p), Sept., 38
Logan, Utah (p), Oct., 42
Logan, William H. G. (p), Sept., 33
Lombard, Warren P. (o), Feb., 4
London, Jack (p), Nov., 62
London Rotary Players (Act One! Beginners, Please! by Dewey Fielding), Sept., 36
Loneliness by Gretchen Schmitt (poem), Mar., 58
Long, Stanley (p), Feb., 39; July, 43
Long Beach, Calif. (r), Feb., 50
Longview, Wash. (p), Sept., 51
Looking Ahead (e), Oct., 41
Los Angeles, Calif., Foreign Relations Bureau (w), May, 47
Los Angeles County Coordinating Council (Coordinating to Beat the Devil, by K. J. Scudder), Sept., 21
Lothian, Thomas C. (o), Oct., 4
Louisville, Ky. (p), Feb., 50; (r), Dec., 50; Forthright Foresight (e), Apr., 35
Lovely Places I Remember, by Louis Golding, Feb., 34; (o), May, 4
Lubbock, Tex. (s), Oct., 52
Lucas, Bert (p), Apr., 33
Lucky Middle Class (e), Sept., 34
Ludeman, Walter W. (o), June, 61
Luke, Tommy (w), Nov., 43
Luke, William A. (p), May, 49; July, 40; July, 41; (w), Aug., 48
Lundahl, C. A. (p), Oct., 42
Luther, Dr. Hans (p), Apr., 33
Lydecker, Chester A. (p), July, 44
Lyon, Harvey B. (p), Oct., 42
Lyons, M. E. (p), May, 52
- M**
- Macauley, Ward, Don't Like It? Get Your Hat!, Feb., 56
MacDermid, E. J. (w), Apr., 40
MacDonald, Philip (w), Aug., 47
MacGregor, John (p), July, 44
Machines—relation to employment (When Men Work Well by Edward J. Barcalo), Sept., 51
Macintosh, Hugh (p), July, 37
MacKellar, W. H., Photography as a Hobby, June, 62

Madariaga, Salvador de (p), May, 2; June, 64; New Ways to Think, June, 8
 Madison, Wisconsin (Start in Your Own Yard—e), July, 28
 Main Street Perks Up (c), May, 41
 Making New Friends In Old Europe, Jan., 33
 Malaya
 (See: Federated Malay States)
 Malloch, Douglas, Service (poem), Mar., 58; More Dear the Fold (poem), Dec., 6

Man

Man's Diary in Sticks and Stones, by Bertrand Russell, June, 15
 History of (Is Man Improving? by Abbe Ernest Dimnet), Dec., 8; (Patience, Men, Patience—e), Sept., 34
 Man Must Organize, by James Truslow Adams, Apr., 9
 Man With the Scratch Pad, Along the Plage, July, 39
 Manheimer, Arthur E. (w), Dec., 47
 Manley, C. H., Jr. (p), Oct., 42
 Manier, Will R., Jr., A Convention on the Riviera, Jan., 15; (r), June, 52; Dec., 50; (w), Feb., 46; Mar., 47; May, 47; May, 48; Aug., 48; (p), Mar., 49; Apr., 33; Apr., 40; May, 24; July, 30; July, 35; July, 40; July, 41; July, 42; Aug., 46; Oct., 28
 Manistee, Mich. (p), Aug., 63
 Mann, Roy (w), Sept., 46
 Mann, Royal L. (p), July, 44
 Man's Diary in Sticks and Stones, by Bertrand Russell, June, 15
 Mantec, N. C. (r), Aug., 50
 Maplewood, N. J. (r), Feb., 50; (p), Sept., 50

Maps and Charts

Air Lines (p), June, 18
 British Isles (p), Mar., 23
 Canada (p), Oct., 19
 Malaya (p), July, 49
 Weather (p), Mar., 21
 March of Time, by Edwin Markham (poem), Jan., 6
 Marietta, Ohio (r), Sept., 51
 Marin-Marie (w), Jan., 50; (p), Apr., 41
 Mark Twain's Gold Hill Holdup, by Cyril Clemens, Nov., 38
 Markham, Edwin, The March of Time (poem), Jan., 6; To a Young Man (poem), July, 60; (p), Jan., 72; July, 60
 Marković, Edo (p), July, 36; (w), Aug., 48
 Marks, Victor J. (o), Oct., 3
 Marlin, Texas (p), July, 52
 Marston, William Moulton, 'You Can't Take It with You,' Oct., 8; (p), Oct., 64
 Martin, Clare (w), Mar., 47
 Martin, Tenn. (w), Feb., 46; (p), June, 52
 Martinek, George (w), Dec., 47
 Martinek, Jan (w), Dec., 47
 Martinsville, Va. (r), Mar., 51; (p), Nov., 48
 Mason City, Iowa (r), Oct., 50
 Massie, S. J. (p), Mar., 47
 Massie, Twain (p), Mar., 47
 Mathews, George N. (w), Nov., 42
 Matteson, Harry D. (p), Dec., 47
 Matthews, J. B., Consumer Co-operatives? No! (A debate with T. Kagawa), May, 13; (p), May, 64
 Matthews, W. L. (p), July, 44
 Mattingly, W. E. (p), Oct., 42
 Maud, Okla. (w), Nov., 42
 Maurer, Irving (o), Jan., 2
 Maurois, André, The Enduring French Family, Feb., 22; (p), Feb., 72
 Maxwell, Floyd F. (p), Oct., 42
 May I Suggest?
 (See: Book Reviews)
 Mayo, Dr. Charles H., Before and After Forty, June, 24; (p), Jan., 39; June, 64
 Mazal, R. S. (p), Feb., 39
 McCann, J. J. (p), Sept., 46
 McCarthy, Harold E. (p), Oct., 42
 McCarthy, John H. (p), Feb., 39
 McCormick, Miss (r), Feb., 50
 McConnell, H. L. (o), June, 3
 McConnell, Thomas P. (o), Mar., 57
 McCoy, Frank T. (p), July, 44
 McCuen, Edwin B. (w), Oct., 45
 McDaniel, Dr. Alex C. (p), Oct., 42
 McDermott, William F., Rebirth of the Barefoot Boy and Girl, Nov., 26; (p), Nov., 64
 McGrew, W. T. (o), Dec., 2
 McIlroy, Kimball, Epitaph (poem), Jan., 62
 McIntosh, Henry T., Everyone Pays for Fires, Sept., 55; (p), Sept., 64
 McIntyre, Oliver C. (p), July, 44
 McKay, C. Curtis (p), July, 44
 McKay, Charles A. (w), May, 47
 McKay, Eleanor (w), May, 47
 McKinney, Laurence, Sea Sadness (poem), Sept., 61

McKinney, Tex. (p), Mar., 47
 McKinney, William Ayer (p), Aug., 53
 McKivergan, C. F., Armored Trucks in Business, Mar., 41; (p), Mar., 64
 McKone, J. F. (p), Feb., 39
 McLaughlin, J. Edd (p), July, 45
 McLean, Dr. E. R. (p), Oct., 42
 McLean, William (p), Oct., 42
 McMullen, W. J. (o), July, 2
 McNamara, 'Reggie' (p), Dec., 30
 McQuie, James L. (p), July, 44
 McWilliams, A. F., Aug., 53
 Mead, Glenn C. (r), Dec., 51
 Mead, Harlan C. (p), Nov., 27
 Médecin, Jean (p), July, 32
 Medford, Ore. (p), Oct., 31

Medicine

Lifesavers of the Bush by Sir James Barrett, Aug., 34
 Pasteur of France by Dujarric de la Riviere, June, 45
 Preventive (Before and After Forty, by Charles H. Mayo), June, 24
 (See also: Health)
 Meet Here the New District Governors! July, 44-45
 Mege, Louis Z. (p), Aug., 53
 Meinhardt, August (p), Sept., 47
 Melick, Weldon, Backyard Trains, Aug., 44
 Mellor, Dr. Howard (p), Oct., 42
 Membership—Increase of (w), Mar., 47
 Memo for Golfers (e), May, 41
 Memphis, Tenn. (p), Apr., 40
 Men Pulling Together, by Donald A. Laird, Nov., 14

Mental Hygiene

Music for What Ails You, by Doron K. Antrim, May, 39
 What of It!, by Vash Young, Sept., 29

Merchandising

There's Always a New Crowd! by George T. Eager, Aug., 20
 Now, Merchandise Bootleggers! by Frank W. Brock, Feb., 40
 Merrill, Wis. (p), Dec., 46
 Merton, Arthur (p), July, 37; July, 45
 Mesa, Ariz. (p), Jan., 55; (r), Apr., 44

Mexico

Cuernavaca (p), Apr., 43
 Guadalajara (p), May, 51
 Merida (p), Apr., 43
 Mexico City (p), Aug., 47; Dec., 45
 Tampico (r), Sept., 48
 Miami, Fla. (r), Oct., 50; Nov., 46; (w), Sept., 46; Dec., 46
 Miami, Okla. (w), Dec., 46
 Microbes Know No Frontiers, by Dr. F. G. Boudreau, Sept., 26
 Middletown, Ohio (w), Apr., 40
 Midland, Pa. (r), Aug., 51
 Millburn, N. J. (w), Mar., 46
 Miller, Alexander (p), Apr., 41
 Miller, Amos (w), Mar., 46
 Miller, Charles E. (o), Dec., 3
 Miller, F. A. (w), Sept., 46
 Miller, Francis M. (w), Sept., 46
 Miller, Robert H. (p), July, 44
 Milutinović, B. (w), Aug., 48
 Miner, Jack, Hobbies, Birds, Oct., 62; (p), Oct., 62
 Miniature Trains (p), Aug., 44
 Minneapolis, Minn.
 Awards honorary degrees to old members (e), Dec., 39; (r), Feb., 51
 Minty, Fred W. (p), July, 37; July, 44
 Miracles, by Arthur Wallace Peach (poem), Aug., 6
 Mirsch, Peter P. (o), Mar., 57
 Miss Yellowstone of Perpetual Charm, by Gale Blosser, Dec., 40
 Mitchell, Angus S. (w), Mar., 47; (p), July, 43
 Mitchell, Grant (p), Apr., 60
 Mitchell, J. D., Aug., 53
 Mitchell, S. Dak. (p), May, 52
 Mobile, Ala. (r), Oct., 49; Dec., 51
 Model Trains
 (See: Miniature Trains)
 Modrone, Visconti di (w), Sept., 46
 Moes, Gerry (o), Aug., 2
 Mohler, R. E. (o), Dec., 3
 Moynault, Louis (p), Aug., 46
 Molina, Dr. Wenceslao F. (w), Dec., 46
 Molnar, T. T. (p), July, 45; July, 56; (w), Oct., 45
 Molyneux, Peter, A Beam of Light for This Dark Day, Nov., 20; (p), Nov., 64
 Money (Brakes for Inflation, by Sir Charles Morgan-Webb), July, 23
 Montague, Leon (p), July, 37; July, 44
 Montague, Mrs. Leon F. (p), July, 56

Montevideo Congress 1933 (p), Sept., 10
 Montgomery, Ala. (r), Feb., 52; Sept., 50
 More on Careers After Forty, by Walter B. Pitkin, Jan., 12
 More Dear the Fold (poem), by Douglas Mallock, Dec., 6
 Morgan-Webb, Sir Charles
 (See: Webb, Sir Charles Morgan)
 Morley, J. Kenfield, Some Things I Believe, Feb., 7; (p), Feb., 72
 Morocco, Tangier (r), July, 52
 Morris, Glenn (Olympic Star, by I. G. Kinghorn), Jan., 56; (w), Apr., 40; Sept., 46; (p), Jan., 56
 Morse, Arthur (p), Oct., 42
 Motor Trucks, Armored (Armored Trucks in Business), Mar., 41
 Moulton, George A. (p), Dec., 27
 Mt. Carmel, Ill. (p), Oct., 42
 Mt. Clemens, Mich. (r), Aug., 51
 Mt. Union, Pa. (w), Aug., 48
 Moy, Philip (p), Nov., 42
 Moyer, Harry S. (o), Oct., 2-3
 Moynahan, Daniel, Jr. (s), Oct., 52
 Mud Thrown, Ground Lost (e), May, 40
 Muir, John (p), Nov., 62
 Mulholland, Frank L. (w), Sept., 46
 Mullens, West Va. (p), Oct., 50
 Muncy, Pa. (r), Jan., 54
 Munger, Charles P. (p), May, 52

Municipal Improvement

Lifting the Face of Main Street, by Neil M. Clark, May, 15
 Main Street Picks Up (e), May, 41

Murphy, E. (p), Sept., 47
 Murphy, George S. (o), Mar., 56
 Murray, Chas. C. (p), May, 52

Museums

The Museums Invite You, Mar., 31; Comment (o), July, 4

Music

Business Value of: (Business on a Musical Scale, by Doron K. Antrim), Dec., 33
 Music for What Ails You, by Doron K. Antrim, May, 39
 Psychology of: (Sing, Men, Sing—e), Feb., 33
 Music for What Ails You, by Doron K. Antrim, May, 39; Comments (o), June, 2; July, 2
 Mussolini, Benito (w), Sept., 46
 My Club, by Henry T. Praed (poem), Mar., 60
 My Customer, Right or Wrong!, by John D. Bromfield, Feb., 19; Comments on (o), Mar., 55; Apr., 48
 My Friends, the Chinese, by Carlo Bos, July, 17
 Myers, Ray (p), Mar., 48

N

Nagy, (Dr.) Emil (p), Aug., 51

Narcotics

Opium Comes Home to Roost, by Carlo Bos, June, 11
 Nash, George W. (w), Nov., 42
 Nashville, Tenn., Institute of International Understanding (p), Nov., 21
 Natick, Mass. (r), Jan., 53
 Nationalism (Facing Reality A. D. 1937—e), Aug., 32

Nature Study

Cold Stars that Fall in Winter, by Robt. S. Walker, Mar., 17
 From Curator to Ex-Curator, by Alan Devoe, Jan., 28
 Navarette, Horacio (w), Mar., 47; May, 47
 Near Way is North (The), by Vilhjalmur Stefansson, June, 17; Comment (o), July 2
 Nebraska City, Nebr. (w), Feb., 47
 Needed: A 'Spare-Tire' Language, by Walter D. Head, Mar., 28; (o), Apr., 4; May, 2
 Needham, Mass. (r), Jan., 53
 Neefus, Wendover (Hobby-Stamp Collecting), Feb., 70
 Nelson, Fred (w), Oct., 45
 Nepper, R. C. (p), May, 52
 Nervousness
 (See: Mental Hygiene)
 Nesbitt, George E. (r), July, 37; July, 45
 Nesting Swallows, by Evelyn Hardy, May, 46
 Nethercutt, G. Thad (p), Oct., 42

Netherlands

Making New Friends in Old Europe, Jan., 33
 Eindhoven (r), Dec., 49
 Hague (The) (r), Feb., 49; (w), Oct., 45
 Netherlands Indies (p), July, 53
 Neuwirt, Dr. Karel (p), Jan., 50; July, 37

Nice Convention

(See: Convention, 1937, Nice, France)
 New Clubs (w), Oct., 46
 New Friends for a Friend (e), Mar., 37
 New Ways to Think, by Salvador de Madariaga, June, 8
 Newark, Ohio (w), Aug., 47
 New Bedford, Mass. (r), June, 52
 Newbert, Lee H. (p), Oct., 42
 Newburgh, N. Y. (r), Mar., 53
 Newcastle Journal (Rotary Spirit) (s), Oct., 52
 Newcomerstown, Ohio (w), Sept., 46

Newfoundland

St. John's (r), Jan., 52; Sept., 48; (w), Jan., 51; Apr., 41
 New Haven, Conn. (p), Oct., 42
 Newland, Thomas E. (p), July, 45
 Newling, Cecil B. (w), Aug., 47
 New London, Wis. (p), Sept., 47
 Newman, Edwin (p), Feb., 47
 Newman, S. Walter (p), Feb., 47
 New Orleans, La. (Award trophy for service) (r), Aug., 52; (w), Apr., 40
 News is Made (e), Dec., 38
 Newsom, M. Eugene (w), Dec., 46
 Newspapers
 (See: Journalism)
 Newton, Kansas (p), Aug., 49
 New York, N. Y. (s), Oct., 52; (w), Jan., 50; Apr., 40; Dec., 46

New Zealand

Members attend Nice Convention (p), Sept., 47
 Auckland (r), Nov., 45; Mar., 48; Dec., 49
 Invercargill (r), Feb., 48
 Nelson (r), Jan., 52
 Timaru (r), Oct., 48
 Wanganui (r), Aug., 49
 Whangarei (w), Nov., 44
 Niagara Falls, N. Y. (r), Feb., 51; Sept., 49; (p), May, 52
 Niles, Ohio (r), Feb., 52
 Niwa, Yasujiro (w), Sept., 46
 Nix, Abit (w), Oct., 45
 Nixon, Vaughn (p), Aug., 48
 Nixon, William M. (p), Aug., 48
 Nobel Peace Prize (Insurance Men Make News—e), Nov., 36
 Norfolk, Va. (r), Mar., 53
 Norris, Forbes (w), Aug., 48
 Norris, Frank (p), Nov., 61
 Norris, Kathleen (p), Nov., 61
 Norristown, Pa. (w), Aug., 47
 Northampton, Mass. (r), Sept., 51

Norway

Scandinavian Rotary Congress (p), Jan., 51
 Fredrikstad (r), Dec., 49
 Stavanger (r), June, 51
 Norwood, Mass. (r), Jan., 53
 Not 'Foreigners'—Friends, by Maurice Duperrey, Dec., 20
 Nott, Ed. J. (p), Feb., 39
 Now, Merchandise Bootleggers!, by Frank W. Brock, Feb., 40
 Nunn, H. L. (p), Nov., 48
 Nunnally, Charles B. (p), Aug., 48
 Nunnally, Ed (o), Aug., 4
 Nunnally, Hugh P. (p), Aug., 48
 Nurses (p), Aug., 34

O

Oakdale, La. (r), Feb., 52
 Oakland, Calif. (p), Oct., 42
 Oakland, Md. (r), Sept., 49; (p), Oct., 42
 Oberlin, Kansas (r), Aug., 51
 O'Boyle, R. E. (Photography—Hobby), Apr., 47; July, 62
 Obsidian Cliff (p), Dec., 42
 Ocampo, Rev. Father Dr. Adolfo Hoyos (w), Aug., 48
 Ocean City, N. J. (r), Mar., 52
 O'Connor, Charles J. (w), Feb., 47
 Ode to the Rotarian who did his Duty (from bulletin of Whangarei, New Zealand, Club) (w), Nov., 44
 Official Directory (w), Nov., 43
 Ohlin, Bertil, Sweden Still Has Problems, Dec., 12; (p), Dec., 64
 Oklahoma City, Okla. (r), July, 53
 Old Faithful Geyser (p), Dec., 41
 Old Folks (p), Dec., 51
 Olds, Ruberta M. (o), Feb., 55
 Olney, Ill. (w), Feb., 46
 Omaha, Neb. (r), Jan., 55; May, 50; Sept., 52; Oct., 50
 One Hundred Per Centers
 (See: Attendance Records)
 Oneonta, N. Y. (p), June, 49
 On Glorifying the Grouch, by George Ade—with reply by J. Knight Willy, Sept., 11; (o), Oct., 2; Nov., 2
 On Rotarians and Business (e), July, 29
 Open-Mindedness ('Audi Alteram Partem'—e), May, 40; (Tight-Minders vs. Open-Minders, by A. E. Wiggam), May, 18

Opium Comes Home to Roost, by Carlo Bos. June 11
Orange, Calif. (r), Oct., 49
Ord, Nebr. (r), June, 52

Organization

Is a Dark Age Ahead? by Richard E. Byrd, Mar., 6
Man Must Organize, by James Truslow Adams, Apr., 9
Men Pulling Together, by Donald A. Laird, Nov., 14
Plenty of Elbowroom (e), Apr., 34
Organization Kindred to Rotary (w), Jan., 51
Oroville, Calif. (r), May, 52
Orr Family (w), Dec., 46
Ortlepp, E. E. (w), Sept., 46
Osborne, Kans. (p), Dec., 47
Ottawa, Kans. (r), Mar., 51
Otte, Albert E., Jr. (p), May, 52
Our 'Pickaninny' Christmas Party, by L. Mell Glenn, Dec., 43
Our Rotary Song (w), Sept., 46
Owatonna, Minn. (r), Nov., 47
Owosso, Mich. (r), May, 52

P

Paish, Sir George, The Way to Peace, May, 8; (p), May, 64
Palacios, Tex. (r), Jan., 53
Paleontology (The Hobby Horse Hitching Post), Dec., 52
Palestine, Jerusalem (r), Apr., 42
Palmer, E. W. (w), May, 47
Palmer, Mass. (r), Sept., 52
Palo Alto, Cal. (w), May, 47
Pana, Ill. (r), Aug., 52; (p), Oct., 42
Parekh, Manilal K. (s), Dec., 52
Paris Exhibition (p), Apr., 39
Paris, Ill. (r), June, 52
Park, John A. (w), Dec., 46; (r), Oct., 49; (p), July, 37; July, 45
Park, Marvin C. (p), July, 44; Dec., 46
Parker, Laurence (o), Jan., 2
Parks, National (Miss Yellowstone of Perpetual Charm), Dec., 40
Pascasmayo, Peru (p), Oct., 51
Pasteur, Louis (p), June, 25
Pasteur of France, by Dr. Dujarric de la Riviere, June, 45
'Pat on the Back' for Youth, by Hugh Jones, Aug., 7
Patchogue, N. Y. (r), July, 55
Pate, Sam T. (p), Oct., 42
Paterson, N. J. (r), Oct., 49
Patience, Men Patience! (e), Sept., 34
Patterson, Frank L. (w), June, 49
Patton, Thomas J. (p), July, 44
Pavlovic, Stevan (p), July, 45
Pawhuska, Okla. (r), May, 52
Pawtucket, R. I. (r), July, 55; Oct., 49; (w), May, 47
Payne, Not Foster! (o), July, 2

Peace

Broadening the Foundations of Peace, by Sir Arthur Salter, Feb., 8
Crying Is Futile (e), Feb., 32
A Department of Peace? (Debate), Yes, by Frank E. Gannett; No, by Pertinax, Nov., 12
Does Trade Lead to War? Peace via the Market Place, by J. B. Hayford: World Peace Through World Trade, by Thomas J. Watson, reprinted from *Think: World Trade Is War*, by George H. Cless, Jr. (o), Nov., 50
Is a Dark Age Ahead? by Admiral Richard E. Byrd, Mar., 6
Peace Monument (p), Dec., 49
Peace via the Ether (e), Aug., 33
Restore Trade, Promote Peace! by Cordell Hull, Sept., 8
Science, Rotary, and Peace (e), Sept., 35
So That Man Will Live, by A. D. Hutton, Oct., 7
The Way to Peace, by Sir George Paish, May, 8
(See also: International Relations)
Peach, Arthur Wallace, Miracles, (poem), Aug., 6
Peary, Admiral Robert Edwin (w), Oct., 45
Peck, Lloyd A. (p), Apr., 38
Pecos, Tex. (p), Nov., 48
Peddlers, Picnic for (Picnic for Peddlers, by Karl Krueger), Nov., 48
Peden, "Torcy" (p), Dec., 29
Pennington, W. A. (o), July, 4
Penn Yan, N. Y. (p), Jan., 53
Pentler, Sig. J. (p), Oct., 42
Peoria, Ill. (w), Nov., 43
Pereira, Armando de Arruda (p), July, 42
Perry, Chesley F. (p), Aug., 51
Perry, Chesley R. (r), June, 51; (p), Feb., 48; Mar., 49; July, 33; July, 43

Personality

What I Know About You! by Henry Morton Robinson, Jan., 20
'Winsome' Is a Man's Word, by T. D. Young, May, 26
Personalities in Rotary (See: Rotary Personalities, Individual Names)
Pertinax (Andre Geraud), A Department of Peace? No! (debate with Frank E. Gannett), Nov., 13; (p), Nov., 64

Peru

Ica (r), Sept., 48
Lima (w), Apr., 41; Dec., 46
Pacasmayo (p), Oct., 51
Tacna (r), Aug., 49; (p), Dec., 49
Peter Pan (p), Dec., 35
Peterborough, N. H. (p), Oct., 42; Dec., 27
Peters, Alvah L. (p), Feb., 39
Peters, Dr. Charles E. (p), Oct., 42
Peterson, Elmer T., The Home: Is It Disintegrating? No, It's Stronger Than Ever, (Debate with Nina Wilcox Putnam), Dec., 17; (p), Dec., 64
Petri, A. L. (p), May, 48
Petschek, Hans (p), July, 36
Phelps, William Lyon (p), Jan., 72; Mar., 43; Apr., 64; May, 64; Sept., 60; Nov., 48; Dec., 2; (See also Book Reviews)
Philadelphia, Pa. (r), Feb., 52; July, 55; (w), Dec., 47; (p), Jan., 70
Philanthropy
Titania's Palace, by Sir Neville Wilkinson, Feb., 45
Want Adventure? Give to Get It! by Ray Giles, Feb., 43
Philately (Hobby Horse Hitching Post), Feb., 70; (w), Aug., 48
Philhower, Charles A. (p), July, 44
Philippine Islands
Iloilo (r), Dec., 49
Manila (r), Sept., 49; (w), Mar., 47
Phillips, Carson (p), May, 49
Phillips, Charles J., (Hobby Horse Hitching Post), Feb., 70
Phillips, Frank (p), Apr., 40
Phillips, Frederick (p), Dec., 47
Phillips, T. Ashley (p), Sept., 33

Philosophy

New Ways to Think, by Salvador de Madariaga, June, 8
Some Things I Believe, by J. Kenfeld Morley, Feb., 7
'You Can't Take It With You', by William Moulton Marston, Oct., 8
Phoenix, Ariz. (r), Mar., 50; (w), Nov., 43; (p), May, 52

Photography

Hobby Horse Hitching Post, R. E. O'Boiger, Apr., 47; July, 62; Harold R. Gregory, May, 54; E. W. Blew and W. H. Hobby McKellar, June, 62
Piccione, Luigi (p), July, 37
Pick Your Hobby (e), Mar., 37
Pickering College (Training for Living, by Robert J. C. Stead), Sept., 43
Picnic for Peddlers, by Karl Krueger (r), Nov., 48
Pimental, Alan S. (p), July, 45
Pine Bluff, Ark. (w), Nov., 43
Pioneer Mother (p), Dec., 36
Piqua, Ohio (r), July, 53
Pitkin, Walter B., More on Careers After Forty, Jan., 12
Pittsburg, Tex. (p), Oct., 42
Pittsburgh, Pa. (w), Sept., 46
Pittsfield, Mass. (w), Nov., 43
Plaza, Marco A. (p), July, 45
Plitt, Walter L. (p), Aug., 53
Pocatello, Idaho (w), Mar., 47
Pocock, Maurice (p), Sept., 37
Poest, Corey (o), Mar., 55

Poetry

April, by Charles Hanson Towne, Apr., 58
Death Laid His Hand, by Dorothy Agard Ansley, Mar., 60
Dirt Artist, by Mildred D. Shacklett, June, 27
Epitaph, by Kimball McIlroy, Jan., 62
Loneliness, by Gretchen Schmitt, Mar., 58
March of Time, by Edwin Markham, Jan., 6
Miracles, by Arthur Wallace Peach, Aug., 6
More Dear the Fold, by Douglas Malloch, Dec., 6
My Club, by Henry T. Praed, Mar., 60
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O Piteous Heart, by Kathleen Sutton, Oct., 60
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Sea Sadness, by Laurence McKinney, Sept., 61
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Sphinx, by Myrtle T. Wilkins, Mar., 58
'To a Young Man, by Edwin Markham, July, 60
Today We Live, by Edna Ramsey Butler, Mar., 59
Tourist's Lament, by Marcella Hartman, Sept., 58
Wind in the Trees, by Ben Field, Mar., 59
Poetry in Everyday Life (Glorifying the Commonplace, by Louis Untermeyer), Nov., 8
Pohlson, Carl V. (w), May, 47

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Rotary Police (p), Oct., 47
Warsaw (r), June, 50; (p), June, 44
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Coordinating to Beat the Devil, by K. J. Scudder, Sept., 21
'Kids and Coppers'—Not in the Headlines, by Neil M. Clark, Aug., 28
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Potter, Dr. Alex. O. (w), Apr., 41; June, 48; Oct., 45; (p), Feb., 52
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Pottstown, Pa. (w), Mar., 47
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Poughkeepsie, N. Y. (w), Dec., 47
Poverty Doesn't Frighten Me (o), Feb., 2
Powell, William B., The Autos Go Round and Round, Oct., 22; (p), Oct., 64
Practical Charity 'Round the Corner, by Charles A. Dostal, Sept., 45; (o), Nov., 2
Praed, Henry T., My Club (poem), Mar., 60
Prager, Hugo E. (p), July, 37
Prager, Peter (p), July, 56
Premiums 'Free' with Every Purchase, by Marc A. Rose, Dec., 24
Prepare Now for Travel, by William Lyon Phelps, comment on (o), Jan., 4
Presque Isle, Maine (p), June, 50
Pretzer, Clarence A. (o), Nov., 2
Prewitt, W. R. (p), Oct., 42
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English Profit-Sharing Experiment, by Lewellyn Lewis, Jan., 42
If Business Is to Lead, by Sir Edward Beatty, June, 7
Profit Motive (s), Oct., 52
Pulling Profits from Prosperity, by Roger W. Babson, Jan., 8
Progressive Rotary, by Alfred Edwards, Dec., 7
Prorok, Byron de (See: De Prorok)
Prosperity (Pulling Profits from Prosperity, by Roger W. Babson), Jan., 8
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Music for What Ails You, by Doron K. Antrim, May, 39
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Pulling Profits from Prosperity, by Roger W. Babson, Jan., 8

Purachatra, Prince (w), Feb., 47
Pushkin, Alexander (p), Mar., 44
Putnam, Nina Wilcox, The Home: Is It Disintegrating? Yes—And How! (Debate with Elmer T. Peterson), Dec., 14; (p), Dec., 64

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Quincy, Mass. (r), Aug., 50
Quiros, Ernesto A. (w), Aug., 48
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R. I. B. I. (w), Apr., 40; May, 47
Race to Nowhere, by Lee Davidson, Dec., 28
Racine, Wis. (Start in Your Own Yard—e), July, 28; (r), Mar., 50
Radcliff, John A. (p), Feb., 39
Radio—Crime Broadcasts (Broadcast Trials? Debate, Yes, Mitchell Dawson; No, Robert Bernays, M.P.), Oct., 14
Rae, Cecil (w), Mar., 47; (p), July, 36
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Rapid City, S. D. (p), Dec., 51
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Rasmussen, Harry E. (w), Nov., 43
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Ricci, L. Rolandi, Cities That Float, May, 35
Rice, Eugene C. (o), June, 4
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Richards, Emmet, Take Crime News Off the Front Page? No. (A debate with Curtis Clay), Feb., 13; (p), Feb., 72
Richards, Morgan (w), Oct., 46
Richardson, William H. (w), May, 47
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Riddell, William Renwick, Canada: Dominion of Canadians, Oct., 19; (p), Oct., 64
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Ridgewood, N. I. (w), Mar., 46
Rishworth, Hugh C. (w), Nov., 44
Ritchie, Robert R. (Paleontology—Hobby), Dec., 52
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Roadman, Earl A., Small College or Large One? (A debate with John R. Tunis), Aug., 14; (p), Aug., 64

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- Robb, John W. (p), Feb., 39
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- Roberts, F. K. (p), Nov., 44
- Roberts, Kenneth (p), Dec., 61
- Robertson, Mrs. Garrett P. (o), Sept., 53
- Robinson, Edwin (p), Feb., 52; July, 43
- Robinson, Henry Morton, Dogs Against Darkness, May 28; What I Know About You! Jan., 20; (p), May, 64
- Robinson, Laurence W. (p), May, 52
- Rochester, N. Y. (r), Mar., 53
- Rockefeller, John D., Jr. (p), Jan., 16
- Rock Island, Ill. (w), June, 49; (r), July, 55
- Rockville, Md. (p), May, 51
- Rodriguez, Adrian (p), July, 44
- Roe, Herman (w), Oct., 46
- Rogers, Ark. (w), Nov., 42; (r), Apr., 46
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- Rolling Homes and Rolling Stones, by Earnest E. Calkins, July, 14; (o), Aug., 3; Sept., 53
- Rolph, Thomas (p), Feb., 47
- Rolph, William N. (p), Feb., 47
- Romulo, Carlos P. (w), Mar., 47; Dec., 46; (p), May, 25; July, 42
- Roosevelt, Franklin D. (Forward... Like An Elephant—e), Dec., 38; (p), Jan., 39
- Root, Harry H., Aug., 53
- Roper, Daniel (Forward... Like An Elephant—e), Dec., 39; (p), Dec., 48
- Rose, Marc A., 'Free' with Every Purchase, Dec., 24; (p), Dec., 64
- Rose, Thomas (p), July, 36
- Rose, Will, Rotarian with a Lower Case 'r', Sept., 39; (p), Sept., 64
- Roselle-Roselle Park, N. J. (r), July, 55
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- Rotarian with a Lower Case 'r', by Will Rose, Sept., 39
- Rotarians, business relations between (On Rotarians and Business—e), July, 29
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- Rotary—A Long-Range View, by Antonin Cekota, Jan., 7
- Rotary and the Chaco War (e), June, 40
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- Seven Facets of Rotary, by Wilbur Gruber, Nov., 7
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- Japanese View of Rotary, by S. Sheba, Mar., 5
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- Rotary As Seen by a Spanish Rotarian, by Carlos Soldevila, June, 42
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- Progressive Rotary, by Alfred Edwards, Dec., 7
- Rotary—A Long-Range View, by Antonin Cekota, Jan., 7
- Young Men Exaggerate (e), July, 28
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- Rotary, Growth of**
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- Plenty of Elbowroom (e), Apr., 34
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- Rotary in 50 Words or So (e), Oct., 40
- Rotary in Germany (A Domestic Affair—e), Oct., 40
- Rotary in Poland (Regional Publication—w), Oct., 47
- Rotary Is on the Tasmanian Shield—Anonymous, Oct., 43
- Rotary Personalities**
- Maurice Duperrey, the Man, by André Gardot, Aug., 26; (p), Sept., 33; Dec., 27
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- Rotary in Poland (Regional Publication—w), Oct., 47
- Rotary Programs (Rotarian With a Lower Case 'r', by Will Rose), Sept., 39
- Rotary Psychology (A Psychologist Looks At Rotary, by Donald Laird), Oct., 10
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- Round, J. B. and daughter Dorothy (p), Oct., 51
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- Rowe, Will R. (p), July, 45; (w), Aug., 48; Nov., 42
- Rowland, Albert L. (p), July, 44
- Rowntree, B. Seebohm (p), Jan., 43
- Roy, David (p), Dec., 47
- Royal Grammar School (w), Nov., 43
- Royal, Rev. J. W. (w), Nov., 42
- Royce, Josiah (p), Nov., 60
- Royse, Judge L. W. (w), June, 49
- Ruble, J. T. (o), Sept., 4
- Rudolph, Turnley (p), May, 48
- Ruehl, Carl B. (w), Jan., 50; (p), May, 52
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- Rumania, Ploesti (w), Nov., 43
- Ruppenthal, J. C. (o), Apr., 48
- Rushmore, Edwin H. (w), Apr., 40
- Russell, Bertrand, Man's Diary in Sticks and Stones, June, 15; (p), June, 64
- Ruth, Babe, reference to 'You Can't Take It With You,' by William Moulton Marston, Oct., 10
- Ruzic, Dr. Viktor (w), Jan., 51
- Rynders, A. C. (o), Aug., 2
- Saavedra Lamas, C. (p), Sept., 10
- Sabin, Myron C. (o), Sept., 53
- Safe Streets—At a Price (e), Jan., 40
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- Safety**
- Safety Work At the Crossroads, by A. W. Knight, Aug., 22; (o), Sept., 53
- Taking Chances for Safety, by Lee Gehlbach, Feb., 28
- (See also: Accident Prevention)
- Sagajillo, Witold (p), July, 45
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- St. Helena, Cal. (p), Sept., 51
- St. Joseph, Mo. (r), Apr., 45; Nov., 46
- St. Paul, Minn. (r), July, 55; Sept., 51
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- Salter, Sir Arthur, Broadening the Foundations of Peace, Feb., 8; (p), Feb., 72
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- Sanderson, C. R. (p), June, 51
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- San Francisco, Cal. (p), Feb., 47; (w), Nov., 42
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- Santa Barbara, Cal. (w), Nov., 42
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- Santa Maria, Cal. (Start in Your Own Yard—e), July, 28
- Sarasota, Fla. (r), Aug., 50
- Sargeant, Walter S. (p), Aug., 53
- Satomi, Junkichi (p), July, 45
- Savannah, Ga. (w), Apr., 41
- Sawyer, Tom (p), Dec., 36
- Scannell, Robert T. (p), Aug., 53
- Schiele, Silvester (p), Feb., 46
- Schmidt, Paul H. (r), May, 47
- Schmitt, Gretchen, Loneliness (poem), Mar., 58
- Schneiderhan, Franz (w), Mar., 47; (p), May, 24; July, 43; Aug., 51
- Schofield, Herbert (w), Feb., 46
- Schramm, Henry N. (p), July, 36
- Schroeder, Helen Moore, Possessions (poem), Nov., 62
- Schubert, Stanley A. (r), July, 55
- Schwanke, Marie, But How They Can Smile! Nov., 40
- Schwartz, Charles (o), Feb., 2
- Schwinn, John S. (p), Feb., 39
- Science**
- Science Builds on a Long Past, by Sir Oliver Lodge, Jan., 24
- Scientist and Society, by Sir Josiah Stamp, Aug., 8
- Television—How Soon? by Watson Davis, Feb., 25
- Science Builds on a Long Past, by Sir Oliver Lodge, Jan., 24
- Science, Rotary, and Peace (e), Sept., 35
- Scientist and Society, by Sir Josiah Stamp, Aug., 8
- Scoreboard Doesn't Tell All, by Lynn O. Waldorf, Nov., 23
- Scotland
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- Scudder, K. J., Coordinating to Beat the Devil, Sept., 21
- Scurrah, Percy B. (p), July, 43
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- Seeing Eye, The (Dogs Against Darkness, by Henry Morton Robinson), May, 28
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- Seibert, Henry E. (p), Feb., 39
- Sellers, Dr. Thomas B. (w), Apr., 40
- Selma, Ala. (r), Feb., 49; (w), Oct., 46
- Sengstacken, Royal F. (o), Oct., 2
- Serratos Cibilis, Joaquin (p), July, 45
- Service, by Douglas Malloch (poem), Mar., 58
- Service—Business**
- My Customer, Right or Wrong! by John D. Bromfield, Feb., 19
- On Glorifying the Grouch, by George Ade—with reply by J. Knight Willy, Sept., 11
- We Sell Service, by R. S. Francis, Jr., July, 20
- (See: Vocational Service, International Service, Community Service, Club Service)
- Service Clubs (Rotary Appraisal—e), Feb., 32
- Set the Stage (e), Feb., 33
- Sethna, Hon. Sir Phiroze (p), July, 36, 45; Dec., 27
- Seven Facets of Rotary, by Wilbur Gruber, Nov., 7
- Seven Keys to Baldpate (London Rotary Players), Sept., 36
- Sewall, W. J. (w), Nov., 43
- Seydel, Paul B. (p), Aug., 48
- Seydel, Paul Vasser (p), Aug., 48
- Seymour, Ind. (w), Feb., 47
- Shacklett, Mildred D., The Dirt Artist (poem), June, 27
- Shafer, Glenn A. (p), Oct., 42
- Shanahan, Samuel L. (p), July, 45; (w), Nov., 42
- Shaw, E. Roy (p), July, 44
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- Sheba, S., A Japanese View of Rotary, Mar., 5; (p), Mar., 64
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- Sheffield, John (w), Nov., 44
- Sheffield, John W. (w), Nov., 44
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- Sheldon, Dr. Arthur Frederick (w), Feb., 47
- Sherman, Charles F. (p), July, 44
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- Ships, Frank (w), Dec., 47
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- Short, A. E. W. (w), Oct., 45
- Shotwell, W. B. (p), Feb., 39
- Should We Abolish Bridge? Yessir! by Silas Bent, Mar., 10; No—Never! by Clinton P. Anderson, Mar., 13; (o), Apr., 49
- Should We Insure the Wheat Crop? Yes, by A. G. Black; No, by Robert E. Sterling, Apr., 12
- Shultz, Jess (p), Oct., 42
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- Sibbett, C. J. (w), Sept., 46
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- Simmons, Ernest (w), Dec., 47
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- Sinclair, Henry Clay (p), Oct., 42
- Sinclair, W. C. (w), Aug., 47
- Sing, Men, Sing! (e), Feb., 33
- Singing—Club Singing (Sing, Men, Sing!—e), Feb., 33
- Singleton, Brig. Gen. A. L. (p), Apr., 44
- Sioux City, Iowa (w), Feb., 47; Mar., 46; (r), Nov., 46; Dec., 50
- Sioux Falls, S. D. (r), Feb., 52; Aug., 52
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- Slaves of Fashion, by Hal G. Vermes, Sept., 18; (o), Oct., 3
- Sleeper, Josiah (o), Feb., 4
- Slum, George M. (p), Dec., 27
- Slums Must Go! by Lewis E. Lawes, Oct., 11; (o), Dec., 2
- Small College—or Large One? (A debate.) The Small School Trains for Living, by Earl A. Roadman; Large Schools Offer More Opportunities, by John R. Tunis, Aug., 14; (o), Sept., 4, 53
- Smiley, David E. (w), May, 48
- Smith, A. D. (o), Mar., 54
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- Smith, F. A. Cushing (o), Nov., 2
- Smith, Fred R. (p), July, 44
- Smith, Hal L. (p), Aug., 48
- Smith, Harry A. (p), Dec., 27
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- Snow (Cold Stars That Fall in Winter, by Robert Sparks Walker), Mar., 17
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- So That Man Will Live, by A. D. Hutton, Oct., 7
- So We Are Calling It—Boy Sponsorship, by Winthrop R. Howard, June, 36
- Social Problems and Welfare**
- Architecture (Man's Diary in Sticks and Stones, by Bertrand Russell), June, 15
- Scientist and Society, by Sir Josiah Stamp, Aug., 8
- The Home: Is It Disintegrating? (Debate), Yes—and How! by Nina Wilcox Putnam; No, It's Stronger Than Ever, by Elmer T. Peterson, Dec., 14
- Life Savers of the Bush, by Sir James Barrett, Aug., 34
- Men Pulling Together, by Donald A. Laird, Nov., 14
- Soldevila, Carlos, Rotary As Seen by A Spanish Rotarian, June, 42; (p), June, 42
- Solomon, R. W. (w), Apr., 40
- Some Things I Believe, by J. Kenfield Morley, Feb., 7
- Somers, Hubert (w), Dec., 47
- Sommers, Charles L. (p), Jan., 39
- Soule, Cleone H. (o), Nov., 2
- South Bend, Ind. (w), Mar., 46; (p), Oct., 42
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- Sphinx, by Myrtle T. Wilkins (poem), Mar., 58
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- Spith, William E. (w), Jan., 50; (p), May, 52
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- Sprague, Jesse Rainford, Graduate's Dilemma—Small City versus Large City (debate with Willis H. Carrier), June, 22
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 Stamp, Sir Josiah, The Scientist and Society, Aug., 8; (p), Aug., 64
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 Stark, Lloyd C. (p), Sept., 33
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